

**SUGAR BEET FOOD STORE COOPERATIVE
BOARD OF DIRECTORS MEETING MINUTES
TUESDAY, AUGUST 23, 2016, 7-9pm
LOCATION: OAK PARK LIBRARY, MAIN BRANCH.**



Board of Directors: Daniel Becker, Ryan Bradley, Monica Chadha, Chris Dowsett, Bill Gee, Brian Hammersley, Judy Klem, Greg Marsey, Peter Nolan, Rachel Poretsky, Maureen Spain

GM: Chris Roland

AGENDA

- I. WELCOME (PETER)**
- II. PUBLIC COMMENT**
 - a. Sharon: More t-shirts with scoop neck, "good food for all" logo, fall style
 - b. Sharon: Coffee refills for \$1, (we added 3 new bags, new cup and forks) we did research to go cups too, want a clip on cup
- III. ITEMS FOR APPROVAL**
 - a. Meeting Minutes from 7/26/16 meeting--Daniel & Brian motioned, board approved.
- IV. GENERAL MANAGER'S REPORT**
 - a. Current Ownership Count
 - b. Sales Results
 - c. Key Initiatives
 - i. Marketing push
 - ii. Sales beginning to come back up to \$60K
 - iii. Sharon has helped us cultivate a relationship with OPRHC
 - iv. Prepping for holiday season
 - v. Owner drive for October
- V. MARKETING WORKING GROUP UPDATE (JUDY)**
 - a. We're going to be sending out door hanging mailer
 - b. Ryan is going to start analyzing owner data
 - c. More board tabling
 - d. Off-site – we need to be consistent and clear about what the Sugar Beet is, work on our positioning
 - e. What are our biggest hurdles? Chris says getting more people in – get the sign done! Lissa agrees on sign, also that we are open to everyone, 3) in-store experience. Peter says some people lose core customers before they even realize it
 - f. Recognize top spenders, working on an email or phone call campaign to bring back people that have fallen
- VI. OWNER EQUITY WORKING GROUP UPDATE (MAUREEN)**
 - a. Relaunch of ambassador program will be key (1433 owners)
 - b. Block party outreach
- VII. OWNER LOAN WORKING GROUP UPDATE (BILL)**
 - a. Continue to work through different scenarios for loan payback
- VIII. OTHER**

- a. Exterior Sign Update
 - i. Good meeting with the building and a plan to do it
 - ii. Brian structural engineer, Greg with the
 - iii. Chris and Lissa will revisit design of sign
- b. Invite to Chicago Market Co-op's Annual Owners meeting. Sunday August 28 from 2-5pm at Ravenswood Event Center Showroom, 4011 N. Ravenswood.

IX. Q & A WITH OWNERS

- a. Are we asking customers if they are owners at the register? No, we are still not asking customers if they are owners (so that we don't seem pushy).

X. CLOSING

- a. Review Action Items and assign roles as needed
- b. Confirm dates for next Board meetings (7pm, at Oak Park Main Library)
 - i. Tuesday, September 20 (NOTE: meeting at Dole)
 - ii. Tuesday, October 25
 - iii. Tuesday, December 6
- c. Meeting adjourned at 8:32