

Common Ground Food Co-op
 Board Meeting Minutes
 July 12, 2021
 6:15 pm to 8:15 pm
 Google Videoconference

Present: Lisa Bralts, Ben Galewsky, JP Goguen, Robert Taylor, Mel Weinstein

Absent: Jade Algarin, Ming Kuo, Taidghin O'Brien, Calvin Wang

Others Present: Gary Taylor, General Manager
 Liz Sands, Outreach Coordinator
 Jeffrey Chandler, Minute Taker

Proceedings	
Meeting called to order	At 6:17 pm by Robert Taylor
1. Preliminaries	<p>A. Guests/Owners Gary Taylor, General Manager Liz Sands, Outreach Coordinator Jeffrey Chandler, Minute Taker</p> <p>B. Public Comment None.</p> <p>C. Agenda Amendments None.</p>
2. Board Study	<p>A. 2021 Owner Drive Liz Sands presented on the 2021 Owner Drive, noting a goal of 300 new owners. The drive will run in July-October. The main purpose of the drive is to support the wage increase. Progress will be measured on a radish thermometer in the front window of the store. The store is offering new owner deals, including radish rewards and owner referral programs. New owners also receive sample products and are entered in raffles through ownership drive.</p> <p>The store marketing department is publicizing the Owner Drive through social media, a promotional video, print and radio ads, direct mailers, in-store marketing, the Champaign Farmers' market (8/17), a day on the porch (8/28), the Urbana Farmers'</p>

Market (9/11 tentative), farm tours, cooking classes, a day of action, and the MOO. She also reviewed ownership talking points.

She requested the board's help through referrals, online presence, newsletter articles, board recruitment, and participating in events. Robert Taylor suggested targeting the new apartment complex being built across the street from the co-op and other new campus buildings. Lisa Bralts noted she is excited for the plan and the new merchandise. She suggested the co-op create a reddit presence, because the university has a highly active reddit following. Liz noted she would take that back to the Marketing team. Mel Weinstein also noted the Red Herring as another possible outlet for referrals and campus connection. Other radio/media connections were also discussed.

B. MOO Planning

Sarah Buckman sent revised potential dates of Monday-Wednesday September 27-29th for the event based on the availability of Riggs Brewing Company in Urbana. No one present noted issue with any of those dates. A slight preference of day of week being Wednesday, then Tuesday, then Monday with a 6:30pm start time. Ben Galewsky asked if the venue has Wi-Fi so that owners could participate remotely if they prefer, but technical abilities need to be verified. Cyber security was briefly suggested.

Ben began discussion on components to be included and format to follow to give the committee some direction. Ben added he liked the candidate speeches at the MOO, though JP Goguen noted the MOO now concludes the online voting, so it may be too late. The ability to speak with candidates could certainly be available though. Ben suggested a hybrid virtual whiteboard brainstorming activity. Gary Taylor and the president will also give updates.

	<p>Robert asked how people will be fed. Gary mentioned Riggs usually has food trucks available, but the store was also thinking about providing snacks promoting store products.</p> <p>Ben asked if there should be concern about the lack of someone in charge. It was noted the staff has been working on it and helped to plan in the past, so they have some components under control. The hybrid model poses some questions. Robert, JP, Gary, and Sarah to meet.</p> <p>C. Board Retreat Discussion A date still needs to be set for a follow-up board retreat. Survey to be sent with date option and a preference not to have a retreat as another option.</p>
<p>3. Consent Agenda</p>	<p>A. Public Minutes from June Meeting B. Monthly Financials C. GM Operational Update (MORE)</p> <p>Ben asked to remove the MORE report from the consent agenda.</p> <p>Action Taken The remainder of the consent agenda was unanimously accepted by the board.</p> <p>Ben noted the sales plan and margin report in the June report were helpful, but not all of the same information was shared for July. Noting this is not an existing formal request, Ben wonders if the board would like to make it a required part of the report. Gary noted his intention was to continue to provide tracking for the sales plan, which was sent a day later on 7/6.</p> <p>Action Taken The board unanimously accepted the MORE report.</p>

<p>4. GM Monitoring</p>	<p>A. Executive Limitation EL B4 – Owner Rights and Responsibilities Gary noted he spoke with his mentor regarding a previous version of this report and increased the information provided per their feedback.</p> <p>Action Taken The board unanimously accepted the report as in compliance.</p>
<p>5. Board Monitoring</p>	<p>A. BMR D1 – Unity of Control</p> <p>B. BMR D2 – Accountability of the GM</p> <p>C. BMR D3 – Delegation to the GM</p> <p>D. BMR D4 – Monitoring GM Performance</p> <p>E. BP C1 – Governing Style</p> <p>F. BP C2 – The Boards’ Job</p> <p>G. BP C4 – Board Meetings</p> <p>H. BP C5 – Directors Code of Conduct Gary noted there are some conversations that happen between staff and the board that he is not in the loop on, but not to the point of non-compliance.</p> <p>I. BP C7 – Board Committee Principles</p> <p>J. BP C8 – Governance Investment</p> <p>Action Taken The board unanimously found themselves in compliance for Board Monitoring Reports D1, D2, D3, D4, and Board Policies C1, C2, C4, C5, C7, and C8.</p> <p>K. BP C3 – Agenda Planning COVID and board turnover were noted as obstacles in multi-year planning. The next board should address this issue at their board retreat.</p> <p>L. BP C6 – Officers Roles</p>

	<p>JP noted some secretarial documents still need to be signed by Gary. JP to have the reports signed by the next board meeting.</p> <p>Action Taken The board unanimously found themselves out of compliance on Board Policies C3 and C6 with acceptable plans for a return to compliance as noted above.</p>
<p>6. Committee Updates</p>	<p>A. Board Development Committee JP reported that he is waiting to confirm dates with staff. Though this put him behind the original schedule, the later MOO will accommodate this delay. Ben will help JP with committee work as Robert will be running and cannot help organizing the election. JP confirmed returning board members do not need to be screened for candidacy.</p> <p>B. Owner Outreach Committee No committee members were present.</p> <p>C. Policy Committee Ben reported the committee reviewed and cleaned up the format of policies, but no words were changed. He noted he would still like board approval of the updates. JP noted some wording issues remain, but Ben clarified after this format is approved, the committee will review individual policies for potential wording changes.</p> <p>Action Taken The board unanimously accepted the format updates from the Policy Committee.</p> <p>Action Taken The board unanimously approved posting the documents to a public webpage linked to the co-op website.</p> <p>D. Store Strategy Committee Gary advised the committee was unable to meet over the past month. Tuesdays after 4pm is the preferred time, Gary noted he will try to book for July 27th. He further noted</p>

	<p>he will be sending a SWOT analysis out to committee members to prepare for the meeting.</p>
<p>7. Board Admin</p>	<p>A. Treasurer's Report</p> <p>Action Taken The board unanimously approved the Treasurer's Report previously submitted by Calvin Wang.</p> <p>Robert thanked everyone for running meetings and completing tasks in his recent absence.</p>
<p>8. Closing</p>	<p>A. Next meeting August 9th, 2021</p> <p>B. Outreach Calendar Assignments Newsletter: Robert Taylor – will include election and MOO information</p> <p>C. Other Assignments</p> <p>D. Check-out</p>
<p>9. Adjourned</p>	<p>At 8:05 pm by Ben Galewsky</p>