

Spiral Natural Foods
Board of Directors Meeting Minutes
December 8, 2021 at 7:00 pm

Location of Meeting: video conference via Skype due to COVID restrictions

Attendees: Tammy McGinn, Pete Macaroni, Annie Zastera, Leigh Arnoldy, Dina Sagan, Jenn Bierma, and Matt Malecha

Absent: Jenni Garlough

Administration 7:09 pm

- Call to Order: Pete motioned to call the meeting to order, seconded by Leigh. The motion was voted on and passed.

Board Decisions 7:10 pm

- **Consent Agenda - Tammy**

- Annual Meeting Nov 10, 2021, Meeting Minutes

Tammy motioned to approve the consent agenda and minutes. Dina seconded it. The motion was voted on and passed.

GM Business 7:10 pm

- **Store Report - Matt 7:10 pm**

- It was our best November ever!
- The snow yesterday made for a slow start but that's okay
- Every dept except for general merchandise grew in November
- We are out-performing even what the expected trend would be
- We have had a few offers for donations and money towards expansion!
- The front end is going well

Board Business 7:16 pm

- **D3 & D4- Matt & Tammy 7:16 pm**

- D3 was all good and favorable
- D4 had a big discussion about what a reasonable person is. It is a legal term and we found a video to explain the term.
- We realized that a Board year review was missed so it will be added to January's agenda.

Tammy motioned to approve the D3 & D4 as compliant with the realization that we need to do the Board Year Policy Review. Dina seconded it. The motion was voted on and passed.

- **Capital Campaign & Membership Messaging - Matt & Tammy 7:21 pm**

- We have an amount of money that we NEED to raise for everything to stay in motion. Matt has tracked down funding sources to help but that is not enough to complete the project.
- We've raised \$45 so far. We need \$60 to complete + \$30 to pay off the shared capital note (We can't pay off any other member loans until shared capital is paid first)
- Capital Campaign Coordinator - Leigh
- Money Raising Ideas:

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- Tammy: Create a schedule where board members sit in the store with information and talk to shoppers about details, c-shares, expansion, etc. -- Saturdays are a big day, Thursday is a strong option, and there are some faithful Sunday shoppers -- Weekdays are 11:00-1:00 and 4:00-6:00 time frame -- Weekend times are 11:00-2:00 on Saturdays and open on Sundays -- Tammy will make a google calendar with times for at least 1 but potentially more will agree to go each week
 - Tammy: I know a few business owners in CG and thought maybe businesses would be interested in teaming up and doing a round-up or sharing information about the Co-op - Pete has some connections as well - Level Up has already done round-ups so they can help us - Jenn can reach out to Froth & Cork - Matt is reaching out to other co-ops for options - Pete is on the downtown business association and can bring it up at their meeting tomorrow
 - Push that we are not a non-profit BUT we are community-owned, support local farms, run on a very low margin, and put our money back into our members through dividends, etc.
 - Leigh: Promotional Sales? Could those help? We could do specific products or a percentage or something - We could give it a fun Moving Sale or something like that. Add a blurb on the flyers that are already going out. Could we do a bag sale or something like that? It would be more of an event sale day where we are in the store - Try to draw in more new community people or business owners
 - Tammy: See if we could do a giveaway & team up with other businesses
 - Matt: Try to team up with other businesses to give discounts or benefits with a co-op membership - Might not be a capital campaign push but a new building push
 - Matt: has a timeline for the move - Things are already in motion now with a hopeful open day of March 1st -- Our goal is to have at LEAST \$45 raise by the end of January, based on the timeline and estimated due dates
 - Jenn: Thinking about a way to bring the community together and raise money - Have a Rubber Duck Raise with rubber snails - They would pay to enter and get a snail and then there would be a small prize like a gift card or something at the end - We could ask businesses to donate a gift for a winner - Thinking of Little Log Village, Carpenter Nature Center, Hastings Area Art Council, Ice Rink
 - Jenn: Chocolate & Coffee event or Wine & Cheese event was discussed but didn't happen - These would bring people into the store and would push for products - Other stores do where you buy a little platter or something for \$5 and then give a flyer or a zoom to educate
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- **Communications Committee - Jenni, Jenn, Leigh** **8:28 pm**
 - Nothing to report

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There was no need for an executive session this evening. Everything was covered and we are up to date with information.

Open Discussion: None

Assigned Responsibilities that resulted from Board Meeting:

Task	Responsible Party	Completion Goal Date
Sign up for at least 1 shift per month	All of Us	End of Week
Go through the membership list and remove any bad addresses & see if we can find a good address for them or what we can do	Leigh	Any time
Envelope Stuffing	Anyone	As soon as they are ready to go out
Make some signs about	Dina	ASAP
Give updates on C-Share Information	Matt, Dina, Jenn	ASAP
Talk to local business owners	Anyone and everyone	By end of next week
Reach out to Brandon to let him know that there just isn't time for his fundraising ideas right now but that we will cycle back down the road. Ask for his support and help in any other fashion.	Tammy	ASAP
Look through Strategic Plan and help to build it into a business plan	Jenn	ASAP
Raise Half the needed amount of money \$45	Everyone	By end of January
Snail Race Event	Leigh & Jenn	ASAP
Sample/Platter Event	Board	Next Month
Post on Social Media for all the things	Jenn	Ongoing

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Make a new timeline for the Board	Annie & Tammy	This week
Weekly Check-Ins on Wednesdays at 7 pm	Board	Starting Next Week

Tammy motioned to adjourn. It was seconded by Jenn, voted on, and passed. The meeting closed at 8:32 pm.

The next meeting is scheduled for January 12, 2022, at 7:00 pm.