

Spiral Natural Foods
Board of Directors Meeting Minutes
April 12, 2023, at 7:00 pm

Location of Meeting: video conference via Skype

Attendees: Tammy McGinn, Annie Zastera, Jenni Garlough, Leigh Arnoldy, Amanda Olson, Michelle Gallo, and Matt Malecha

Absent: Pete Macaroni

Call to Order at 7:07 pm: Tammy motioned to call the meeting to order, seconded by Leigh. The motion was voted on and passed.

Administration **7:07 pm to 7:08 pm**

- **Consent Agenda - Tammy 7:07 pm**

- March Meeting Minutes
- Agenda for Evening's Meeting

Tammy motioned to approve the Consent Agenda and Minutes. Leigh seconded it. The motion was voted on and passed.

GM Business **7:08 pm to 7:35 pm**

- **Store Report - Matt 7:08 pm**

- We've already beat last year's sales, so everything else is a bonus!
- We aren't doing as great at making money because of the cost of occupancy, personnel cost, etc. They are all good costs, but cash flow is tight
- We have hired for Produce Manager - Christine is doing great in her two weeks on the job. She comes with great Co-op history, produce knowledge, and office skills
- We just got a BIG tv via Christine's husband that Costco was going to throw away. We'll use it as a deli menu board. If another one makes its way to us, then we can add it to the cash register area as updates
- Cassie has been putting lots of posts on social media and sending out email blasts

- **B5 - Matt 7:15 pm**

- Reported as compliant with all parts of the policy
- NCG has started a customer service survey that is recommended for co-ops, but it costs money. At this point, we would need to edit the budget in order to make this happen. We need to see if it is needed or if we can wait. Matt is going to research funding options to see if we can make it work to improve our numbers and information.
- Customer count went way up right after our move and has stayed up
- Historically, we've used special orders as our test for testing customer opinions on preferences, product requests, complaints, and suggestions. These numbers went up in the past few years, with COVID making more people special order rather than coming into the store to browse and shop. Our dollar amounts are similar even though specific numbers are slightly lower.

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- We have only had 3 customer comments in the box at the store. Two were glowing reviews of the new space, and one was grumpy that we don't carry the unnamed item, listed without a name.
- Our email open rate has been really high compared to other businesses and co-ops
- We have passed all inspections

Tammy motioned to approve the B5 Report as Compliant. Michelle seconded it. The motion was voted on and passed.

Board Business **7:36 pm to 8:25 pm**

● **C3 Agenda Planning - Tammy** **7:30 pm**

- All 4's and 5's and compliant
- We have a Google calendar with the policies and reporting. Tammy and Annie have direct access. Others would need to ask for access to the calendar. That is possible for anyone on the board.
- We can add more training and events to the calendar.
- Add the Due Date for GM evaluation and Contracts to the calendar.
- Tammy will invite the board members to the calendar
- Add in January to update the board member list to the calendar

Tammy motioned to approve the C3 Report as Compliant with Calendar Updates. Leigh seconded it. The motion was voted on and passed.

● **Leslie Watson from CBLD - Matt** **7:44 pm**

- Leslie was unable to attend the meeting, so we will try again next month
- Brainstorm questions so we can utilize her time best

● **Earth Day Store Event - Tammy/Matt** **7:46 pm**

- Sale in the store going the whole weekend for Earth Day
- Board event on Saturday – 10:00 am set up, 11:00 am start, up in the air as to end time
 - Scavenger Hunt – Reward of plantable seed papers made by previous board member Jenn
 - Leigh, Pete, and Tammy (in PM) – Annie is a maybe
 - Leigh will reach out to Cassie to post on social media
 - There are color sheets available
 - T-Shirt Bags – Matt can get some cheap, use some from the store, and we could ask some to bring an old shirt
 - Pushing non-plastic/non-paper options that are reusable
- Coffee with the Board at June Meeting on June 15 from 4-6
- Pride Parade and Tent in the Park June 10 – The parade is in the morning, and then park events go on at least until 8, but we will get more information as we get closer
- Rivertown Days – Still thinking about what we want to actually do if anything. Might do our own thing, not sanctioned by the city but a fun co-op thing

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- 4th of July Parade – We need to wait and see if it comes together this year

- **Communications Committee - Jenni/Leigh** **8:15 pm**
 - No New Business

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

Tammy motioned to adjourn. It was seconded by Michelle, voted on, and passed. The meeting closed at 8:17 pm.

The next meeting will be held via Skype on Wednesday, May 10, 2023, at 7:00 pm.

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Open Discussion: None

Assigned Responsibilities that Resulted from Board Meeting:

| Task | Responsible Party | Completion Goal Date |
|--|--------------------------|-----------------------------|
| Add board emails to the google calendar | Tammy | 4/19/2023 |
| Add current task dates to google calendar | Annie | 4/19/2023 |
| Add GM Review info to google Calendar | Annie | 4/19/2023 |
| Inform Cassie about Earth Day Event | Leigh | 4/19/2023 |
| Earth Day Event | Pete, Leigh, Tammy | 4/22/2023 |
| Look at Pride dates and see about timing | Matt | Soon |
| Research Rainbow Snail Stickers/Vinyl | Annie | Soon |
| Add instruction Sheet for the t-shirt bags | Leigh | 4/22/2023 |