

Spiral Natural Foods
Board of Directors Meeting Minutes
April 14, 2021 at 7:00 pm

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

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

Administration 7:02 pm

- Call to Order: Tammy motioned to call the meeting to order, seconded by Pete. Motion voted on and passed.

Board Decisions 7:03 pm

- **Consent Agenda - Tammy**
 - March 2021 Meeting Minutes
 - March 2021 Executive Meeting Minutes

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

GM Business 7:05 pm

- **Store Report - Matt 7:05 pm**
 - 3rd Quarter finished up (January, February, March)
 - This specific month we are a little behind, but Easter was right at the beginning of the month, AND COVID buying was big last year
 - Vicki has decided to become an independent contractor. We need to figure out marketing going forward
 - Working on upping the professional level of staff
- **B5 (INFO) - Matt 7:10 pm**
 - B5 had some delays due to staffing things behind the scenes, so Matt is requesting an extension for next month to report - Cassie will be learning Board items and will learn how to write a future report.
 - Tammy motioned to extend the B5 to next month. It was seconded by Jenn. The motion was voted on and passed.

Board Business 7:15 pm

- **C3 Policy - Tammy**
 - We discussed that the report was put out very late, and we will bump that next month.
 - Tammy motioned to extend the C3 Report to next month. Pete seconded it. The motion was voted on and passed.
- **Social Media Calendar - Jenn 7:18 pm**
 - Jenn has created a tentative calendar for posting items on social media and in the newsletters - She broke it down by days of the week to clarify.
 - Looking for a commitment from the group to share and come up with content to post regularly and come up with each month before the month happens
 - The goal is to start stock-piling content now to push big for May with a few random ones in April as we have them ready.

Spiral Natural Foods
Board of Directors Meeting Minutes
April 14, 2021 at 7:00 pm

- Matt and Jenn talked - Matt & Cassie have access to the post at this point - going forward, Matt would do the final approval, and then Jenn could post as we go, along with help from the communication committee.
- Right now, we only could afford Vicki because we were looking at a post-expansion budget. Because things changed and we aren't there yet, the board will help while being very mindful of not crossing any lines between board work and store work - We will add this topic to our board meeting agenda each month to make sure we are still on track and that no store person wants to take over
- Jenn touched on the capital campaign timeline based on what Matt and Vicki passed along. A big part of this will tie into the social media calendar. We need to firm up both to make sure they line up promptly and appropriately.
- After everyone sends their comfortable categories by the end of this week, Jenn will send out a calendar with our assigned days.
- Tammy will create a slack channel for this topic to keep things in one place & Matt will be the one to reach out to staff for store specifics.
- Annie motioned to adopt the Social Media calendar as proposed with monthly check-ins as long as we continue. Jenni seconded. The motion was voted on and passed.
- **Communications - Jenni, Jenn, Leigh 7:55 pm**
 - Jennie, Jenn, and Leigh met
 - We would like to reach out and push connections with business owners downtown, Borner Farms, the Brewery, Alexis Bailey, younger populations, and being a part of the "snap" culture.
 - Create challenges and polls through social media to create the interaction
 - Visit health type businesses - ANY events happening in Hastings should be posted on the bulletin board
 - Virtual Cheese tasting - Chocolate & Cheese event
 - Looking to what the community needs and how can we HELP
 - Make sure any messaging is true to the whole board and Matt/Store approved
 - Looking into trying to do the event that was canceled last year with Alexis Bailey
- **Store Report More - Matt 8:08 pm**
 - Next week Matt will be meeting virtually.
 - Matt will meet with Geek Haven to iron out details - Spiral will be supplying sandwiches to that store.

Tammy motioned to move to the closed executive session to discuss store expansion and capital campaign. Meeting moved to the closed executive session at 8:11 pm. The motion was seconded by Jenn, voted on, and passed.

Tammy motioned to move out of the closed Executive session at 9:17 pm. Pete seconded the motion. The motion was voted on and passed.

Spiral Natural Foods
Board of Directors Meeting Minutes
April 14, 2021 at 7:00 pm

Open Discussion: None

Assigned Responsibilities that resulted from Board Meeting:

Task	Responsible Party	Completion Goal Date
Pick your four categories for social media posts by next week - Pick a few different things, so we have other voices - Along with interest in writing & skills.	Whole Board	End of the Week
Come up with specific action plans for the Board going forward	Communications Committee	In the next week or two

Tammy motioned to adjourn. It was seconded by Jeni, voted on, and passed. The meeting closed at 9:9:18 pm.

The next meeting is scheduled for May 12 at 7:00 pm.