

Spiral Natural Foods  
Board of Directors Meeting Minutes  
May 12, 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, Dina Sagan, and Matt Malecha

**Administration 7:04 pm**

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

**Board Decisions 7:04 pm**

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

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

**GM Business 7:05 pm**

- **Store Report - Matt 7:05 pm**
  - Staff are back from vacation, which is helpful
  - The store is going well overall
  - Sales are down a bit but in the last 8 days of April, we saw a huge increase in round-up at the register - From April 1-22 we earned \$400 April 1-22, From April 23-31 we earned \$430!
  - Matt is in the interview process to hire
- **B5 (INFO) - Matt 7:10 pm**
  - We had an influx of special orders, which was nice
  - While we are slightly down, we are on par with co-ops as a whole right now
  - In the past four months, there have only been about three comments and they were about vaccines and not the store

Tammy motioned to approve the B5 reports as is. Dina seconded it. The motion was voted on and passed.

- **B1 (INFO) - Matt 7:18 pm**
  - We are compliant with everything, with the exception of sales growth above 3%
  - We are down in wellness and bulk, which has been a common thread
    - People want bulk back so we will look to slowly bringing back options
    - Wellness last year was HUGE with life happening, where now people have been wearing masks and staying home so there is less illness
  - Staff rates have gone up slightly
  - Our inventory turns are ok but we are also carrying more variety of products, especially with our co-op deals
  - We have an offer for the electronic board for \$150 per month but need to have current and up to date content
  - Matt looked into sending post-card mailers through USPS. Hastings has 10 zones and if we pick 3 zones at a time, it will cost \$200 to mail, not including the

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cost of printing. We discussed possibly looking into other local businesses to team up with to mail

- Discussed paying for a Facebook ad as well
- Most of the numbers were a huge improvement

Tammy motioned to approve the B1 reports as is. Jenn seconded it. The motion was voted on and passed.

**Board Business 7:34 pm**

● **C3 & C4 Policy - Tammy 7:34 pm**

- We are currently still working on updating our calendar but do a good job overall (C3)
- We do a good job with board meetings and discussions but should generally remember to stay on task (C4)
- We discussed the possibilities of running the meeting any better - One suggestion is to have committees do more discussions there and then write a detailed report to share with the board
- We will all think and cycle back to this next month

Tammy motioned to approve the C3 Report as is. Leigh seconded it. The motion was voted on and passed. Tammy motioned to approve the C4 Report as is. Pete seconded it. The motion was voted on and passed.

● **Bailey Vineyards Wine Event - Jenn 7:43 pm**

- May 23rd - We will need volunteers
- The event committee will meet and ask for specific needs
- We have bags being printed so we have enough to hand out

● **Communications - Jenni, Jenn, Leigh 7:46 pm**

- The social media calendar is out for June
- Make sure you are getting your posts in on time

Tammy motioned to move to the closed executive session to discuss store expansion and capital campaign. Meeting moved to the closed executive session at 7:47 pm. The motion was seconded by Dina, voted on, and passed.

Tammy motioned to move out of the closed Executive session at 9:07 pm. Jenn seconded the motion. The motion was voted on and passed.

**Open Discussion:** None

**Assigned Responsibilities that resulted from Board Meeting:**

Task	Responsible Party	Completion Goal Date
Brainstorm ideas on how to stay on task better & how to streamline board meetings	All Members	Next Meeting

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Tammy motioned to adjourn. It was seconded by Leigh, voted on, and passed. The meeting closed at 9:08 pm.

The next meeting is scheduled for June 9 at 7:00 pm.