



South Philly Food Co-op
Fall: October 17, 2013 6:00 pm – 8:00 pm
Bi-Annual General Meeting MINUTES
@ PEP Community Room
1200 South Broad Street
Philadelphia, PA 19146

Board Members Present:

Alison Fritz, President
Maria Sourbeer, Vice President
Jay Tarlecki, Treasurer
Anna Shipp, Secretary
John Raezer
Julia Koprak
Josh Richards
Joseph F. Marino
Mary Beth Hertz
Cassie Plummer

Members in attendance: 69

Prior to the official start of the meeting:

- A. All attendees were provided with a printed copy of the agenda for tonight's meeting (October 17, 2013), minutes from the Spring 2013 General Membership Meeting (May 2013), the businesses participating in the Shop South Philly Program, and the committee updates.
- B. Fun Food Tasting: Rocco and Scott (Co-op Members) from Di Bruno Bros. offered a local cheese pairing (cheese and chocolate) – thank you and yum!

Alison called the meeting to order at 6:29 pm

- A. Alison thanked all who helped coordinate and promote the meeting and all those present for their attendance.
- B. Alison reviewed the agenda.

Meeting Agenda Items

- A. Approve Meeting Minutes from Spring 2013
 - a. Joe Marino motions to approve with a correction for his name (Joseph F. Marino)
 - b. Julia seconds as amended
 - c. No discussion
 - d. Motion approved unanimously
- B. State of the Co-op
 - a. Volunteer of the Year
 - i. Alison presented to Program and Events Committee Chair, Leigh Goldenberg
 - ii. Read off all of her accolades from all those who have worked with her

- iii. Short story: she's amazing and the Co-op appreciates her
- b. Membership update
 - i. As of the start of tonight's meeting, we are at 513 member households
- c. Development Goals Overview – showed "timeline for opening" benchmark chart
 - i. Alison highlighted where we currently are: Phase 2B
 - 1. Site analysis of 4 prospective locations has been completed
 - 2. Continuing to actively looking for space
 - 3. Actively seeking new member households
 - 4. Continuing to engage current member households
 - ii. See www.southphillyfoodcoop.org/timeline_for_opening for chart
- d. Committee Update
 - i. Alison referred to handout re: updates from all committees
 - ii. 0 paid staff and 40 active volunteers
 - 1. The 10 serving on the Board of Directors
 - 2. Those serving on one or more of the Co-op's 12 strong, active, committed committees
 - iii. Invitation to all in attendance, and those who were not, to get more active with the Co-op by joining a committee and/or running for the Board of Directors
- e. Summer Successes
 - i. Launched content management system: NationBuilder
 - 1. Reviewed all the great benefits and tools that it offers as a CRM connected to our website
 - ii. 2 grants awarded
 - 1. Philadelphia Activity Fund – \$1500
 - 2. Food Co-op Initiative Seed Grant – \$10k
 - a. Prestigious
 - b. We were one of 10 awarded out of 40 national applicants
 - iii. 3rd Annual South Philly Garden Tour
 - 1. 170 people attended
 - 2. 16 gardens hosted
 - 3. 26 biz partners supported via sponsorship
 - 4. \$9605 raised!
 - 5. Brief compare to the first year, showing how much we have grown in that short time span
 - iv. Shop South Philly Partners
 - 1. 5 new for a total of 27
 - a. Diapers Plus
 - b. Uber
 - c. Breezy's Cafe
 - d. Serenity Solutions
 - e. Bella Vista Family Chiropractic
 - 2. Reminded attendees of this membership perk and invited everyone to take advantage and support these local businesses
 - 3. Asked for additional referrals
 - v. Upcoming Events
 - 1. Soup Swap III
 - 2. Winter Wine and Cheese Pairing with Madame Fromage
 - vi. Member recruitment continues
 - 1. Next benchmark 600

- 2. Strategies such as house parties have been huge successes
 - a. Asked attendees for new ideas and to help with recruitment by using existing strategies
 - vii. Tax deductible donations
 - 1. Fair Food is our fiscal sponsor so we can now accept financial donations that are tax deductible
 - 2. We will launch a Year End Giving Campaign
 - a. Goal: \$1k of donations
 - b. Co-op will use for education and training (board development, community education and outreach, etc.)
- C. Leadership Committee announced Board Elections will be in Spring
 - a. Aubrey Jones, of the Leadership Committee, presented
 - b. She reviewed the requirements of running/being on the board
 - i. Attendance of at least 1 of the bi-annual membership meetings
 - ii. A member in good standing for at least 8 months at the time of office
 - iii. Attendance at at least 1 committee meeting
 - iv. At least 18 years old
 - v. No conflict of interest
 - c. Desires:
 - i. Passion
 - ii. Knowledge of organizing, strategy, real estate, finances, etc.
 - d. Application process
 - i. Essays, Signatures
 - e. Invited all to consider
- D. Financial Snapshot
 - a. Jay presented
 - i. This fiscal year
 - 1. Reviewed income, expenses
 - 2. This year has been most expensive, but still have positive balance thanks to increased grants
 - ii. Overview of Co-op's financial history
 - iii. Income more than spent
 - iv. All equity is in tact
- E. Market Study: What We've Learned
 - a. John presented
 - i. Be excited we did market study – indicative of our progress
 - ii. What market studies tell us:
 - 1. Natural Foods Propensity for our trade area
 - 2. Types of shoppers in our trade area
 - 3. Sales numbers for competitors in our trade area
 - 4. Available market share and how much the Co-op can capture
 - 5. Sales per square foot for proposed area for store location
 - iii. Process
 - 1. Selected 4 sites (of the 40 that were reviewed by RE Committee) in distinct geographical areas we wanted to explore
 - 2. Worked with consultant (Dakota Worldwide)
 - 3. Input data into our pro forma
 - 4. Currently reviewing and reconciling
 - iv. Results/Learnings
 - 1. There is a propensity for natural food shopping in our trade area
→ good

2. Important to maximize sales/ fit sq
 - a. Parking, size, visibility, alt transportation access all play a role
 3. Grocery is competitive and has small margins, so thinking about how we can further lower our operation and start up costs, and strategies to maximize sales/square foot
- v. Next Steps
1. Seeking guidance from experts (Cooperative Development Services (CDS), Cooperative Grocers Network)
 2. Meeting with potential lenders to better understand their lending criteria
 3. Developing comps of other co-ops to estimate sales per member and sales per sq. foot

John opened up to attendees for questions:

Several questions from audience:

1. What were the 4 you looked at and what came out on top?
2. How many parking spaces?
3. Did you use actual possible/feasible sites?
4. What do you see as the number of people in the catchment? / how many will shop at the store?

John provided answers:

1. The 4 sites in the market study were all feasible locations and were located in various parts of our trade area south of Washington b/t the 2 rivers
2. No specifics on actual number of parking spaces were considered; just parking vs. no parking opportunities
3. Based on other co-ops experience, membership will increase with location announcement; 70-80% of shoppers expected to be members; 20-30% non-members; combination (total # shoppers) is expected to be abt 1000 in year one
 - a. However, market study provides projections on % of income spent at Co-op and not necessarily on # of shoppers

Alison opened it up to general questions

Several questions from audience:

1. What can the people in this room do to help move things along?
2. What are successful strategies to bring in new members?
3. Follow up re: Member Loan Coordinator job posting

Board members and Committee Members in audience provided answers:

1. Membership and Member engagement are important to our current and future funders, please continue to stay engaged and be patient
2. Also, volunteering with committees, board, outreach, education re: Co-op and its efforts
3. One:one member recruitment more successful: house parties; referrals by family, friend, or neighbor
 - a. We could literally double our membership if every member household recruited just one more member household
4. Interviewed for Members Loan Coordinator, but can't hire until Co-op is in a position to sign a lease with contingency

Meeting adjourned at 7:43 but all were invited to stay and mingle