

**Meeting of the Board of Directors
of the
Kennett Square Food Co-op**

May 13th, 2019
7:15 pm @ The Market at Liberty Place
148 West State Street Kennett Square, PA 19348

Minutes

Roll Call

Directors Present: Britton Mendenhall (Chair), Josh Fitzgerald, Maureen O'Shea, Meggie Shaeffer, Lee Sausen, Diane Bove

Absent: None

Quorum Present?: Yes

Also in Attendance: Becky Galante, Beth Tumas, Cristine Loayza, Bernd and Sybille Fischer, Ja'net Powell

Proceedings

Opening

Meeting was called to order with Britton Mendenhall as chair and roll was called. All directors were present.

Announcements:

Maureen and Britton will be presenting at Longwood Rotary on Thursday, May 16 at 7:00 AM.

Also on Thursday, May 16 there is a meeting of PACA (Philadelphia Area Cooperative Alliance) at the new Kensington Coop at 10:00 AM. Britton will attend.

The Chair chair asked for additions to the agenda and none were made.

Scheduled Business

FIG Kennett Presentation: Becky Galante

Becky shared information about FIG and their services including their mission to promote downtown kennett square, special pricing for nonprofits. The magazines are free and distributed in local shops and by direct mail in a 20 mile radius targeted to affluent neighborhoods.

Discussed using the digital campaign platform at this time and welcomed Becky's guidance and expertise.

President's Report

The President reported on

Our current member-ownership is about 53 and our current goal is to have 100 by the end of June. B.M. and M.S. continue to participate in the Food Co-op Initiative start-up workshop and have been learning a lot of ways to add formality to our systems. Discussion arose around possible changing the name from Kennett Square Food Co-Op because there is confusion around the concept of a Co-Op in the community, name is too similar to Kennett Square Food Cupboard and is geographic specific. Discussed adopting Green Grocers.

Applying to a USDA grant for assistance with funding the feasibility study and pro forma and potentially a program manager. Working on that this week and involving Jen in the grant writing.

Treasurer's Report

The treasurer presented the monthly summary of the Co-op's accounts, balance sheet and profit and loss statements.

We had our best month of income yet.

We are looking to spend our remaining balances before the start of the next fiscal year.

Committee Reports

Policy/Business Committee

- This committee met on May 15th.
- Minutes from the meeting will be made available.
- Will discuss Annual Member-Owner Meeting, voting procedures, building next year's budget, real estate and part one of feasibility study.
- Will concentrate on getting in front of council members and local real estate

Events/Fundraising and Marketing/Outreach

- Had a meeting on 5/8
- Minutes from the meeting are available

- Planning Summer Potluck on July 21 coinciding with the Farmers Market's 30th Anniversary
- Tabling events include:
 - 1st Friday Farmers' Markets
 - Third Thursdays starting in June
 - Mobile Market at the YMCA with the Food Cupboard
 - Will be sending out sign-ups for events in a FB post and via email

Unfinished Business

None

New Business

Planning for General Meeting of the Member-Ownership

Date set as June 25th at The Garage (DB will confirm location). Meeting will open online board elections and voting for a 2 week period.

Add marketing of the event to the Marketing/Outreach Committee meeting on June 5th

Preliminary Market Study

Recommended by FCI as a 2 phase market study with an initial study and a formal study. Initial search resulted in G2G providing initial study for \$3000 with a 1-2 page write up of feasibility and guidance. Dakota recommended not wasting time and would provide a map of natural food purchasing propensity for \$1500 which is included in the overall cost of the formal feasibility study. Decision on the matter was postponed for midterm phone call.

Grant Writing Opportunities

Discussed in President's Report

Additional Comment

B.M. Talked to Kate Miller at KACS concerning potential outreach in order to partner with and reach low income community members.

Commitments Review

Adjournment

1. The meeting was adjourned.

2. The Board of Directors will reconvene on June 10th, 2019 at 7:00 PM at the Market at Liberty Place in Kennett Square, PA.
3. The Board will hold a video conference check in on May 28th at 7:00 to review progress on commitments.
4. The minutes from the meeting of April 8th 2018 (BoD Document No. 38) were approved unanimously.