



Oshkosh Food Co-op Board Meeting

Date:

Time: 6:30-9:30pm

Location: Remote

Minutes Recorded by:

Board Member Attendance		Member, Staff & Guest Attendance	
Brenda Haines x	Warren Bergman x	Staff: Lizz Redman	
Molly Smiltneek x	Susan Vette x	Members:	
Melissa Weyland, left 9 pm x	Jay Stoflet x	Guests: Leila Nelson-Wolfrum	
Peter Westort x	Vacant Seat		
Tracy Vinz, left 9 pm x			

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:01 pm.	
Member Comment	All	None submitted via email.	
Approval of Consent Agenda	All	<p>Motion to approve consent agenda, moved to approve by Susy, second by Jay. Consent agenda approved.</p> <p><u>Removed from consent agenda for discussion:</u> Notes from previous meeting</p> <p>Motion to approve minutes, moved to approve by Warren, second by Peter. Minutes approved.</p>	



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Treasurer's Report		<table border="1" data-bbox="590 435 1419 607"> <thead> <tr> <th colspan="2">Accounts</th> <th colspan="2">Membership</th> </tr> </thead> <tbody> <tr> <td>Savings</td> <td>\$81,777.72</td> <td>Fully paid</td> <td>1198</td> </tr> <tr> <td>Checking</td> <td>\$375.71</td> <td>Partial Paid</td> <td>104</td> </tr> <tr> <td>Total</td> <td>\$82,153.43</td> <td>Total</td> <td>1302</td> </tr> </tbody> </table> <p>Community Foundation: \$585,687.44            Escrow: \$513,717.93</p>	Accounts		Membership		Savings	\$81,777.72	Fully paid	1198	Checking	\$375.71	Partial Paid	104	Total	\$82,153.43	Total	1302	
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New Members		Refer to consent agenda																	
P6 Workshops	Brenda	<p>Guest Leila Nelson-Wolfrum, GM of Durham Co-op Market</p> <p><u>Food For All Program</u></p> <ul style="list-style-type: none"> <li>• Wanted their needs-based program to be an ownership program, to ensure guests engage with the cooperative model and principle</li> <li>• Started with: \$15 up front, owners pay the balance off over time through their patronage dividends, all benefits plus 10% discount on all products all the time</li> <li>• Asks members to demonstrate their eligibility through a federal program ie: WIC, SNAP social security disability. Not many people who want to hustle their way into the program</li> <li>• Had to apply for exemption from SNAP, 2 year process, not entirely necessary</li> <li>• Financially, 10% discount wasn't a huge portion of their revenue</li> <li>• After year 1: New idea- 10% wasn't a big enough difference to make things affordable comparing prices to other stores, raised discount to 20% off all goods</li> </ul>																	



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		<ul style="list-style-type: none"> <li>• Round-up-at-the-Register: about 60% of customers choose to do this, this funds the additional discount, has been running about 3.5-4 years</li> <li>• Use of program increased</li> <li>• About 10% of ownership is Food for All</li> <li>• Do not have discounts to owners, do not have an installment plans, but people love the free stuff!</li> <li>• Monthly calendar with free stuff giveaway: \$4 retail value per owner, keep it fun and use it as an incentive behavior we want to see in our customers or highlight things we are proud of. Tote bags, produce bags, products on sale: chocolate, August: free beans! Free can every time you come in the store, lip balm,</li> <li>• Do a lot with co-op basics- focus on staple items that people need the most, would raise the prices on some other items to balance out the discounts. People don't read signs or know what Co-op basics means</li> <li>• Round up dollars: dollars raised cover just over half of the discounts, 12% of discounts</li> <li>• Advertising: right now: human to human with community organizations we care about, send outreach coordinator out to teach and they will bring flyers and info with them to these community groups</li> <li>• Important to balance high margin products to be able to balance and support the Food for All Program, need a diverse demographic of shoppers to do this</li> <li>• Ends center around their store representing their entire community</li> <li>• Cultural work environment that focuses on equity and the dignity of work</li> <li>• Have job applications at store! Went through 750 applications!</li> </ul>	

**THE FUTURE IS LOCAL.**

The Oshkosh Food Co-op's mission is to promote the health and vitality of our community through collectively owning a grocery store to meet our diverse needs. Our co-op emphasizes local and organic suppliers to grow a place of holistic well-being.



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		<ul style="list-style-type: none"> <li>• Also went through traditional channels: online, unemployment office</li> <li>• Hiring on ATTITUDE and APTITUDE, rather than experience</li> <li>• Encouraged people hired to tell their friends</li> <li>• “But will it sell groceries” philosophy</li> <li>• Accepted to NCG before the store opened</li> <li>• First food co-op to be a b-corp, 54% local (come from local distributors or producers) ie: wine through local distributor</li> <li>• 30% of products that are made or grown locally</li> <li>• Goal for local is to prioritize it, disproportional part of marketing promotes local, telling stories about their producers and farmers (less price flexibility) lots of demo-ing</li> <li>• Diversity and equity training. Onboarding training includes cultural training, done by GM. Trying to put managers and board through racial equity training, done annually by GM</li> <li>• Use an equity lens in all decisions</li> <li>• Deli and bulk department shut down during pandemic, still make sandwiches but they are all wrapped and ready to go, building rotisserie based program focused on family meals to go</li> <li>• \$8 million in sales, 9500 square feet, first year \$5 million in sales</li> <li>• Stand up meetings: run standard open book management meeting, didn’t do it until 2 years after opening. Weekly meeting to go through numbers, results from the previous week. Line by line. Each department reports their numbers. HIGHLY RECOMMENDED for educational value to staff <i>ended at 7:50 pm</i></li> <li>• <i>Board Key Take aways:</i></li> </ul>	

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		<ul style="list-style-type: none"> <li>• Susy: important to balance the balance of shopper, would be nice to see materials they distribute</li> <li>• <b>Action items: Reach out to see if we can get copies of their communications pieces around the FFA program, have peter follow up to see if we can use our fund at the Foundation to fund this program</b></li> <li>• Jay: Financial feasibility is key for Food for All Program- what is our threshold? Free stuff is great for marketing, great simple communications</li> <li>• <b>Action items: What percentage of owners participate in the free stuff program?</b></li> <li>• Peter: How do you measure the free stuff and round up at the register? Likes the fact that the GM gives the final equity training.</li> <li>• Molly: enjoyed focus on co-op community and how it will affect the community in their entirety</li> <li>• Tracy: Meet with staff and everyone during meetings, awesome to include all</li> <li>• Warren: holistic approach is important, and returning to board plans of training is important</li> </ul>	
Exec Team	Brenda	<p>Board Discussed KPIs for Vision/Goals            Board Discussed Neighborhood Door Hanger/Outreach Strategy</p> <p>Recommendations:            Strategic Timeline- edits and updates made            Motion to approve strategic timeline, moved to approve by Jay, second by Susy.            Strategic timeline approved.</p>	

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		Discussion surrounding Virtual Meeting Options, some will sponsor their own subscriptions and share with others.	
Site Team	Brenda	<p>Discussion surrounding updated store design from Retail PlanIt            Susy moves to move into closed session, Warren seconds, Jay has abstained from the vote</p> <p><i>9:48 pm Board moves into closed session</i></p> <p>Molly moves to move out closed session, Peter seconds, Jay has abstained from the vote.</p> <p><i>9:54 pm Board exits from closed session</i></p>	Peter should update pro forma to reflect changes in square footage
Adjourn	Brenda	Meeting adjourned at 10 pm	