



Oshkosh Food Co-op Board Meeting

Date: 2/17/2021

Time: 6:30-8:30pm

Location: Virtual

Minutes Recorded by: Melissa Weyland

Board Member Attendance		Member, Staff & Guest Attendance	
Brenda Haines x	Warren Bergman x	Staff: Jeffrey Thouron	
Molly Smiltneek x	Susan Vette x	Members:	
Melissa Weyland x	Jay Stoflet x	Guests:	
Peter Westort x	Joe Stephenson		
Tracy Vinz			

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:35pm.	
Member Comment	All	No member comments submitted via email, to Jeffrey or BOD members.	
Approval of Consent Agenda	All	Motion to approve consent agenda, Jay Stoflet moved to approve, Peter Westort second. Consent agenda approved. <u>Removed from consent agenda for discussion:</u> No items were removed from the consent agenda	



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Treasurer's Report		<table border="1"> <thead> <tr> <th colspan="2">Accounts</th> <th colspan="2">Membership</th> </tr> </thead> <tbody> <tr> <td>Savings</td> <td>\$58,635.80</td> <td></td> <td></td> </tr> <tr> <td>Checking</td> <td>\$11,679.63</td> <td></td> <td></td> </tr> <tr> <td>Escrow</td> <td>\$638,654.23</td> <td>Fully Pd</td> <td>1368</td> </tr> <tr> <td>OACF</td> <td>\$716,295.38</td> <td>Partial Pd</td> <td>99</td> </tr> <tr> <td>Total</td> <td>\$1,425,265.04</td> <td>Total</td> <td>1467</td> </tr> </tbody> </table>	Accounts		Membership		Savings	\$58,635.80			Checking	\$11,679.63			Escrow	\$638,654.23	Fully Pd	1368	OACF	\$716,295.38	Partial Pd	99	Total	\$1,425,265.04	Total	1467	
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New Members		Refer to consent agenda.																									
Exec Team	Brenda	<p>March 3 Training Topics with Jacqueline</p> <ul style="list-style-type: none"> - Board agreed we will use the survey results to guide this agenda <p>Transitional Reporting (Finance, HR, Project Management)</p> <ul style="list-style-type: none"> - Discussed bullet points in the written report from exec, are there gaps that we need to fill? - Question on what happens if we want to add to this list in the future because we don't know what we don't know right now - Jeffrey reported that he is comfortable reporting on anything that is in the policy register <p>Motion to approve the current Transitional Reporting Topics as presented by exec team made by Susy Vette and second by Warren Bergmann.</p>																									
Finance	Peter/ Jeffrey	<p>Peter and Jeffrey made previously discussed changes to the documents.</p> <p>Accounting Policies and Procedures Manual:</p>	Peter and Jeffrey make budget																								



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Finance	Peter/ Jeffrey	<ul style="list-style-type: none"> - Peter asked if we should include secretary in the manual since that is how the accounts are set-up. Board discussed that having the Secretary on the accounts was to act as a placeholder until we had a GM. We will leave “Secretary” out of the signature policies and procedures. To be voted on and captured in minutes at the next meeting on 3/3/2021. - Warren indicated he has formatting/grammar changes that he will send back to Peter and Jeffrey via Basecamp - Jay asked where we indicated who comprises the finance committee. This is noted in the team charters. - Where is annual meeting budget? That is generally under the store budget, as confirmed by Jeffrey - In payments section: we specify Paypal. Are we being too brand based? We put that in there because currently we only do Paypal or check. We have had members pay through Square in the past. - Comment was made around cash payments to staff, discussed that we would not do that due to it not being something we can keep track of - Who is authorized to use business payment cards? Comment made that we should be specific in policy of who should use this (i.e. certain paygrades, etc.) - Under External Entities it was noted OACF is referred to as the fiduciary but the proper term is “fiscal agent”. Will make change. - Jay will launch the ad hoc group to bridge the gap of marketing work between now and the time the marketing hire is on boarded 	<p>amendments, will report with changes to review over the weekend.</p>



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Governance	Molly	<p>Proposed Ends (Reading 1 of 2) Discussion: At our retreat we discovered what we had as ends were more of our vision. We've come up with three new ends. Jaqueline's feedback to us was positive.</p> <p>Feedback from board:</p> <ul style="list-style-type: none"> - In a general way, the three ends are great. Would like to see more definite promises around cultural competency, training, diversity, etc. Molly responded that some of those things mentioned are actually ends. We got pushback that we are going outside of normal policy governance by including those in this particular place - General discussion of details of The Ends <p>We will review The Ends at the next meeting, if we are in agreement at that time, we will approve and adopt. Thank you Molly for this great work!</p>	
Membership Recruitment & Communications	Jay/ Brenda	<p>Introduction: Discussed how pre- and post- open strategy is critical to our success. Jeffrey suggested he put together a now to 45 days pre-open plan that he is responsible for and a 45-to-open plan that his marketing hire would carry out. Jay added the intent necessary to build community and help people feel they are a part of this committee.</p> <ul style="list-style-type: none"> - Should we continue to push hard on membership or should we coast? <ul style="list-style-type: none"> o Discussed balancing the workload now vs focusing on member recruitment. If we continue to push members, it is going to need to largely be a volunteer effort 	



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Membership Recruitment & Communications cont.	Jay/ Brenda	<ul style="list-style-type: none"> ○ Should future recruitment be very intentional? ○ Suggestion was made to utilize interns to help with this work ○ Comment was made that Lizz did a great job with recruiting through the newsletter and that we should continue doing that ○ Would like to maintain the voice and tone we've had ○ Molly shared she would be happy to take a greater presence on social or member and prospect emails ○ Susy shared she has feature-writing experience and would be happy to help out if needed ○ Clarified hiring timeline for Jeffrey's marketing individual is around 45 days to open ○ Discussion around hiring the marketing staff member sooner than later, where to get finances, how to bridge gap in the work that needs to get done between now and this hire, etc. ○ Comment to not rush the hire and be sure it's the right fit ○ We will need to update the budget to reflect this potential change, will review this at the next agenda 	Peter/Jeffrey: update budget for BOD to see impact of hiring marketing person earlier than planned
Food Justice	Warren	<p>Neighborhood Mailer</p> <ul style="list-style-type: none"> - Warren did some research on a mailing to help make sure people are aware of the co-op and understand our mission and events coming up this year like our grand opening. We would be looking to have this translated into Hmong and Spanish as well. 	



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Food Justice Cont.	Warren	<ul style="list-style-type: none"> - Every door direct mail with neighborhoods that are the highest priority - Brenda asked what a successful outcome of this might look like to us - Warren said that a successful outcome would be that our membership, customer base, staff and vendors start to look more like the people that live around the central city, particularly in the neighborhoods where the income is the lowest - Comment was shared that the ROI on direct mail is very low and offered that we continue to come up with alternative solutions to reach these audiences in a more effective manner 	
Adjourn		Brenda adjourned the meeting at 8:30pm.	