

Oshkosh Food Co-op Board Meeting
 Date: 09/08/21
 Time: 6:30 pm
 Location: Hybrid (Remote and Blue Door Consulting)
 Minutes Recorded by: Molly

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	Jay Stoflet x	Guests:	
Peter Westort x	Heidi Supple x		
Ryan Rasmussen X			

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called meeting to order at 6:37	
Member Comments	All	<p>Member Comments <i>Note: Due to the risks associated with in-person gatherings, we are meeting virtually. If you would like to submit member comments, please do so in writing and email to oshkoshfoodcoop@gmail.com</i></p> <p>Mary Weddig member comment (shared with permission):</p> <p>Hi, First, kudos for getting the store open. That was quite a feat.</p> <p>I have visited, and have shopped and have purchased a few items. I will go back because there are some items that I can't get elsewhere.</p> <p>It is with the interest of the Co-op being successful that I must communicate these observations and thoughts.</p>	

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		<p>I am concerned about the mission of the Co-op and my understanding of what a Co-op was supposed to do and who it was primarily designed to serve. I am concerned that word will get into the community that the co-op is not a place for those on meager and limited budgets. Those people will continue to make their way, somehow, to Aldi's , Kwik Trip and Piggly Wiggly.</p> <p>I thought the Co-op was to be an oasis in a food desert. It may be an oasis, but you better have lots of ducats to enjoy the products there. Frankly it reminds me more of mini-Whole Foods than a Co-op in the manner of Willy Street Co-op or Mifflin Street Co-op.</p> <p>Maybe I'm wrong, maybe I've been too removed, maybe the co-op is a raving success and meeting all projections and goals. I certainly hope so.</p> <p>With concern and hope for future success. I will continue to support as much as I can.</p> <p>Mary Weddig Member</p>	
Approval of Consent Agenda	All	<p>Consent Agenda</p> <ul style="list-style-type: none">■ Meeting Minutes – August 4, 2021■ Meeting Minutes – August 25, 2021■ Food Justice Team Meeting Minutes (pulled)	

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		<ul style="list-style-type: none"> ■ Grants Team Report <p>Peter moves, Susy seconds, Motion passes</p> <p>Food Justice - no report as minutes not posted to basecamp</p>	
GM Reporting	Jeffrey and Brenda	<p>Financial Reports</p> <ul style="list-style-type: none"> o OFC Income Statement – July 2021 o OFC Balance Sheet – July 2021 o OFC Statement of Cash Flows – July 2021 o OFC OACF Sheet – July 2021 <p>Board had notified Jeffrey that it didn't plan to approve financial reports due to previously outlined issues: The Executive Committee is recommending NOT finding these statements to be in compliance, for the reasons that follow:</p> <p>*Until the OACF funds are included in the statements, they are not complete. Jeffrey noted that this is a work in progress. We'd prefer to wait until this is included before finding the statements in compliance.</p> <ul style="list-style-type: none"> ● A YTD income statement is not provided. ● When Peter completed his June reconciliation and prepared financial statements to the Board of Directors, he submitted to 	

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		<p>finalize July: -depreciation log -member consolidation -construction stuff Can we help with those? How do we get there faster?</p> <p>Still need to reconcile the bank accounts. (RFS - may be doing June and July) Peter had reconciled Verve as of June. For QuickBooks to be accurate, must all be reconciled. Treasurer and Finance Committee should not be making entries into QB. Doesn't matter to the board who does it, as long as it's entered. Jeffrey will enter. Still need to validate that whatever Peter did as Treasurer has been addressed. Unclear if Peter's adjustments for June were addressed. Need to confirm if it has been done. When it comes down to it: if we took bank statements from July and looked against QB, they should match.</p> <p>When can you get us June and July? Get us June and July numbers by Sept. 22 meeting. Do whatever you have to do. Must also address the reasons the board did not approve the finances tonight (from Brenda Haines email 9/8/21). We are particularly concerned about the operating budget not matching the pro forma.</p> <p><i>Molly moves that Finance reports are not in compliance, Jay seconds. Motion passes.</i></p>	
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		<p>Weekly Sales Reports o Week 34 (August 23-August 29) o Week 35 (August 30-September 5)</p> <p>Jeffrey: Sales side looks promising (down 2.8%).</p> <p>Brenda: As for monthly numbers, September is budgeted to be an increase of about \$45,000, what gives us confidence that we're going to hit that number? Jeffrey: We're in the J curve, start with a bang, sales drop and then go back up. Want to see that trend. Hope we are at the bottom of it. The way the curve goes back up is by continuously refining basket size to encourage customers to buy more things. Right now at \$28, I want it to be at \$30. If basket size increases and customer numbers stay the same, we'll be ok. Staff education and responding to what customers are wanting in the store are getting us there.</p> <p>Is there a marketing plan in place for EBT? Jay: Poster and social images created. Jeffrey: No plan in place but marketing gets it done.</p> <p>Susy: anything to supercharge the membership to encourage them to shop? There are goodies for members at the grand opening, anything else? Do we track member purchases?</p> <p>Jay: What projections do you have? Are you as a GM confident that what is being planned and what is being done will help us significantly increase, minorly increase or flat line? Are you confident your marketing plan will get us to hit the numbers we need to hit?</p>	
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		<p>Jeffrey: Yes, the money is being spent in a way that will hit those numbers. Only plan we have is a business plan and budget. Don't know how high sales can get. Goal is to train the staff the best they can to do the best they can. Hard to project what we can do, don't know if we are a 2 or 2.5 million store. Have a marketing plan, mixing up the product mix. Don't know if doing more marketing will give us more customers.</p> <p>Beyond captive customers, how do you bring in the rest? Expect an increase in sept. because coming out of the J curve.</p> <p>Brenda: Labor has been trending over, what adjustments are planned? Jeffrey: These two particular labor charts have sales as one of the factors. So, if sales increase, this % of sales for labor will decrease and sales per labor hour will also normalize. When scheduling, pay attention to how many hours are intentionally scheduled for. Approx. 360 hours per week. Are reducing the number of hours scheduled - in the front end have decreased from 200 to 160 hours. Should see the numbers change in the next few weeks.</p> <p>Ryan: If we haven't come out of J curve and are still bouncing week to week this will become a much bigger problem.</p> <p>Transitional Reporting -Ends: No changes reported.</p> <p>What happens next with SNAP? Sent it to payment process provider, should have it done tomorrow. Can start accepting. Works just like a credit card in most</p>	
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		<p>Will work to update reporting requirements by the first meeting in October.</p>	
<p>Executive Team</p>		<p>Other topics submitted to General Manager -Financials: no additional conversation</p> <p>-Product Mix: Billy and Michelle are coming on Monday to help think about how to approach it, different vendors, etc.</p> <p>Get product in store through distributor or direct relationship. Need to meet minimum requirements. Michelle will help us choose the correct vendor.</p> <p>Can some of this be done by changing up the order a bit? No. UNFI doesn't have \$1.99 ½ gallon of milk.</p> <p>Molly: Is UNFI everywhere? If so, we can't count on them to make us unique.</p> <p>Brenda: We did focus groups - will ask Michelle and Billy what else, but need to cross reference to what people in this community say. Jeffrey says he will cross reference.</p> <p>Jay: Do you have enough information for the hybrid mix that the board has asked for? Jeffrey says yes.</p>	<p>Address covid-19 in one on one</p>

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		<p>-COVID-19 Response: would like to go through this at one on one next week. Would like more time with it. Hasn't had time to change anything or look at it - got it on the weekend and was off Monday and Tuesday. Current policy is CDC recommends you wear a mask in indoor areas, optional mask wearing for staff (about 30% do), What is the policy if someone tests positive or exposed? If you have symptoms, encourage you to get tested. Can't come back until I don't have symptoms or a negative test. If you test positive, you can't be at work until the Health Dept. says you can.</p> <p>-Grand Opening: -Is there a run of shows we can get to videographer? yes, can scan. -new member giveaways? Water bottles are ready for distribution tomorrow. -all members get something, new members get water bottles. -pilsner glasses are for internal use per agreement</p>	
Governance		Executive Limitations delayed until next meeting. Please review it with the eyes of an open store.	
Board-only Session	All	<p>The Board may meet in closed session immediately following the regular board meeting.</p> <p>Jay moves, Ryan seconds to move into the closed session. Motion passes.</p>	

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		Jay moves to move out of the closed session; Heidi seconds, Motion passes.	
Adjourn		Meeting adjourned at 10:09 pm	