

Oshkosh Food Co-op Board Meeting
 Date: 10/06/21
 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 x	Jay Stoflet x	Guests:
Peter Westort x	Heidi Supple x	
Ryan Rasmussen X	Heather Seraphine (Adjunct) X	

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called the meeting to order at 6:35. Welcome, Heather!	
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>No member comments for this meeting.</p>	
Approval of Consent Agenda	All	<p>Consent Agenda</p> <ul style="list-style-type: none"> Board Meeting Minutes – September 22 Grants Committee Written Report 	

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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		Pulled Finance Committee Meeting Minutes – September 29 because they weren't posted. Susy moves to approve, Jay seconds. Motion passes.	
GM Reporting	Jeffrey	<ul style="list-style-type: none"> ■ Financial Reports <ul style="list-style-type: none"> ○ GM Notes on Financial Statements – September 22, 2021 ○ OFC Balance Sheet – August 2021 ○ OFC Income Statement – August 2021 ○ OFC Statement of Cash Flows – January-August 2021 ○ OFC Statement of Cash Flows – August 2021 ○ Operating Budget vs. Actual – August 2021 ○ Pre-open Sources & Uses – Budget vs. Actuals – September 21, 2021 ○ General Notes <ul style="list-style-type: none"> ■ September financial statements will include 5 weeks ■ Financial statements are appropriate for July and August but will be moving to a 4 week, 4 week, 5 week period. ■ Also incurred expenses in August that are attributable to Pre-Open activities v. operating costs. Approx. half of the expenses were operations other was pre-opening activity 	

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		<p>(possibly to keep costs low). Unknown how long the process will take. WIC being in smaller stores is a somewhat new trend.</p> <ul style="list-style-type: none">○ Motion to approve ends report with exception that Product Mix Report will be addressed separately. Ryan moves, Warren seconds. Motion passes.■ Product Mix Report and Sales Growth Report<ul style="list-style-type: none">○ Sales need to be increased per week to meet projections.○ Need people in the store and need them to buy more○ Have less people coming in per week than in the beginning. Need to drive sales amongst people who know about us.<ul style="list-style-type: none">■ This is merchandising focused. Just switched out end caps. Will have a calendar next week to have at least 1 end cap change per week. 2 will involve co-op deals to help with price perception■ Impulse Coolers will be combined into one■ Are going to add impulse shelving at registers.○ Low cost conventional - meeting with Produce and Center Store weekly<ul style="list-style-type: none">■ Goal: % of inventory low cost conventional■ Country Hearth should be on shelf by the end of next week - will displace other bread that isn't a top seller.■ Direct suppliers: some well known name brands.■ Establishing conventional distributor but minimum orders are significant (2x regular order from UNFI)■ Does every new item really displace another?	
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		<ul style="list-style-type: none">• Most items in the store should be double or triple faced. Single faced people don't see. And causes more work for staff to stock.■ How did you come up with % for low cost conventional<ul style="list-style-type: none">• Is low compared to our other priority categories.• Items add up quickly - seems like not too much and not too little. May come from individual direct relationships.• Any sense of % of inventory in other hybrid stores? No, no data.• Will this impact basket size? Is there a risk there?<ul style="list-style-type: none">○ Items being dropped are low sellers.■ Lower cost conventional items - why name brand v. private label?<ul style="list-style-type: none">• OFC has field day private label through NCG• Bigger companies will come themselves and set on self and are identifiable. People want them.■ How will bringing in more conventional impact local suppliers? Are we still accepting local suppliers?<ul style="list-style-type: none">• Don't see these items as competing against local per se.• Not planning to displace any local• Are accepting local supplies, not repetitive products though■ What's the timeline process for this change? Gradual may mean less shock for shoppers.	
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		<ul style="list-style-type: none">■ Is % of member participation at the store sufficient? Seems like there could be energy put into this because they already love the co-op<ul style="list-style-type: none">● Best way to bring in people who are already members (only at 30% now, at old co-op was 60-70%), need to convince them to change their habits. Word of mouth matters.● Member promotions are important. Are planning a discount event in December.○ How often are sets reviewed? If new cheaper products don't move, will they be turned over quickly too?<ul style="list-style-type: none">■ Usually you need to keep something 3 months before you know if it's a keeper; whole sets are reviewed once a year.■ Things we're pulling now are obvious; they need to be pulled.○ Do you have an approximate timeline for when they will be implemented?<ul style="list-style-type: none">■ 10% of items low cost conventional - end of October■ Customer Service Survey: now, 45 and 60 days after■ Working on a week by week basis, will do first major price comparison with other major stores by next Wednesday.■ Ordering impulse shelving next week■ Ongoing drive until satisfied	
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Governance		<ul style="list-style-type: none"> • Board Reporting Schedule • Motion to approve as amended. Peter moves, Susy seconds. Motion passes. 	
Board-only Session	All	<p>The Board may meet in closed session immediately following the regular board meeting.</p> <p>Susy moves, Ryan seconds to move into closed session. Motion passes.</p> <p>Jay moves, Warren seconds to move forward with contingency planning related to Legal, IT and Finance. Motion passes.</p> <p>Ryan moves, Warren seconds to move out of closed session. Motion passes.</p> <p>Motion approved to move out of closed session.</p>	
Adjourn		Meeting adjourned at 10:03 pm	

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