

DRAFT MINUTES

FBFC Board of Directors Meeting 2-15-18

Meeting started at 5:30 pm pm and ended at 8:00 pm.

Board members present: Stephanie Swepson-Twitty (President), Josh Littlejohn (Vice President), Bob LeRoy (Treasurer) – via phone, Josh O’Conner (Secretary), Jennifer Heeder, Kelly Fain, Danielle Goldstein, Paul Gallimore, Adam Bowers, Veronica Sotolongo

Board members absent: Pauline Heyne

Others present: Bobby Sullivan, General Manager (GM); Jean Karpen, Board assistant; Owners – Maren Beam, Rusty Sivils

Meeting Summary:

- Discussion of ways to attract & retain owners
- Authorized GM to explore options for selling & acquiring property
- Monitoring Reports reviewed – A Ends Policy, B1 Financial Condition
- Tutorial on use of Trello for Board communication.
- Executive Session

Calendar Dates:

- April 21 – Truckload sale
- Annual Meeting – TBD – Clare will give additional date options to Danielle. Danielle will add dates to the Doodle poll. Board members should update their responses to the poll.

Approve agenda: Approved as presented. Later in the meeting, Membership discussion was moved to an earlier time to accommodate Board members who needed to leave early.

Approve minutes of 1-18-18 approved as presented.

Owner Comments: none

Membership: Ways to attract/retain owners.

- Last year we made 10% for everyone, not just owners, so working on livening up the deal for owners.
- Looking at pricing of local items – idea to price at a normal margin, then give owners a 5% discount.
- Idea – at Thanksgiving, provide “brown bag” lunches to children, senior centers, homeless, etc. – worker owners could pack up & distribute. Could build community among owners.
- Idea for springtime – have a group of owners wear co-op t-shirts while picking up trash downtown. Would like to see this idea and others be Board-driven.
- “Go Local” program is now for owners only.
- Emphasize owner perks - have a voice in governance, lower rent for MLC space, lower rates for co-op classes & seminars, special sales for owners, 5% off when you join or renew, 5% off on 5th of month, 20% discount on bulk orders, etc.
- Rusty reiterated his suggestion to set aside 1% of sales to be given to local nonprofits selected by a vote of owners. GM - This would have to be based on net income, not total sales. Voting could take place at the annual meeting.
- Survey other coops as to what they do to attract owners.
- Make ownership more participatory, not just about the deals.
- Monthly newsletter submission to focus on democracy in action.

- Signage that lists co-operative principles (like Knoxville co-op).
- Produce a visually beautiful flier with bullet points on tangible benefits of ownership – place at registers.
- Personal connection is missing – calling campaign from Board can make a big difference. Calling campaign to encourage owners to attend annual meeting, highlight recent achievements.

Development Committee (DC):

- The Board authorized the GM to explore options for selling the corner lot (60 Biltmore, currently used primarily for parking) and for purchasing property at 70 S. Market St. Stephanie recused herself from this discussion since she is president and CEO of Eagle Market Streets Development Corporation located at 70 S. Market St.

Monitoring Reports: A Ends Policy and B1 Financial Condition were reviewed and deemed reasonable and acceptable. GM - Ends Policy is essentially a recap of FYI reports for the year. These are available to staff. Need to make a lot of that information available to owners at annual meeting – highlights of the year.

Board Communication: Josh O gave an overview of how to use Trello for Board communication.

Executive Session was held to discuss personnel.

Next meeting will be March 15, 2018 at 5:30 pm.

Jean Karpen, Board Assistant