

MINUTES

This meeting was held in person at the Co-op, 4/17/2025

Meeting started at 5:30 PM and ended at 7:05 PM.

Board members present: Terra Marshall (Co-President) through zoom, Andrea Burkins (Co-President), Jerome Smith, Buffy Ford, Tricia Baehr, Jamie Carson, Clare Schwartz (Treasurer), John Walker, Laura Ann Edmonds (Secretary).

Board members not present:

Others present: Amy Zimmerman (Board Assistant), Bobby Sullivan (General Manager), Rusty Silvas (Co-op Owner).

Meeting Summary:

- Check-ins
- Owner Comments
- April Meeting Agenda, approved
- March 2025 Minutes, approved
- GM Reports
 - B5 Treatment of Customers, approved
 - B4 Membership Rights and Responsibilities, approved
- Miscellaneous check-ins & updates

Check-ins

Owner Comments

- Rusty Silvas has started going through the signatures and has no changes to report.
- Buffy would love to see tank top merch.
- Clare: Israeli products
- Coffee discussion on pricing and creating social media posts to promote it.

Approve Agenda

- Jamie motioned to approve March Agenda, Buffy seconded. Motion approved.

Approve Minutes

- Tricia motioned to approve Tricia Minutes, Jerome seconded. Motion approved.

GM Reports

- B5 Treatment of Customers
 - Lulu motioned to approve, Jamie Seconded, approved.
- B4 Membership Rights and Responsibilities
 - Jamie Motioned to approve, Buffy seconded, approved.

Miscellaneous check-ins & updates

- Other discussions:
 - Sage will present information about real estate matters at the next meeting.
 - The store has a new front-end manager, Michaela Dylan, allowing Dylan to focus on operations.
 - Adding a QR code to receipts and asking for zip codes at the register for customer demographics.
 - Highlighting both long-term and new members to showcase the co-op's community.
 - Implementing a roundup option at the register for fundraising is in the works.
- Ownership Discussion:
 - We have three options for ownership payments, \$25/year, \$12.50/year, and payment in full of \$250.
 - Soon we will be moving Ownership purchases to the webstore.
- Patronage Rebates
 - The team discussed the issue of unclaimed rebates, and the process for donating unclaimed patronage rebates.
 - The previous patronage rebate was in 2023, and the Owners received 1% back on the amount they spent in a store credit.
- Managing Customer Interactions
 - We have a high volume of new vendor applications.
 - There is a feedback form and box but it doesn't get a lot of interaction.
 - We are implementing a new phone system with a menu to streamline customer inquiries and the importance of maintaining a human touch was discussed.
- Annual Meeting/50th Anniversary Celebration
 - Board to vote at the next meeting on whether to *combine* the annual meeting with the 50th anniversary celebration.
 - Conversation on ways to get better attendance for Annual Meeting, such as Halloween with costumes and goodie bags. Goodie bags were a hit at a previous annual meeting. If we offer the goodie bags again, we will need to give department managers notice to get the donations from vendors.
 - Team to prepare pros and cons of combining the two events for presentation at the next meeting.
 - Consideration of hosting virtual meetings via Zoom to improve accessibility.
 - Discussion on getting vendors and samples-at the gathering.
 - We discussed the option of having the 50th anniversary celebration first and using it to promote the annual meeting.

Next meeting will be 5/15/2025 at 5:30 pm.

Amy Zimmerman, Board Assistant