

**Frederick County Consumer Cooperative
Board of Directors Meeting
August 27th, 2020
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Board members present: Megan Schneebaum, Annie Marshall, Stephanie Walker, Evan Rosenberg, John Clarke, Bob Wolpert, Sibylle Mangum, Melanie Ahern, John Beutler

Board members absent:

Staff members present: Román Diaz, Sarah Lebherz, Ashley Pilahome

The meeting was called to order at 6:05pm by Megan Schneebaum via Zoom.

Approval of Agenda

Agenda is approved.

Consent Agenda

Minutes and refunds are approved.

Owner Comment Period

Owners Wendy McLean and Steve Luke were present. Steve asked questions regarding our reusable plastic bags practice and if we have a plan to stop using them. The General Manager, Román Diaz, took Steve's information down and followed up via email.

Expansion update

- Expansion finances/proforma monthly update
 - One large expense we just incurred was the backflow for the plumbing and it needed to be relocated – it has been fixed but it did cost \$10k. We have had some small change orders but nothing else too big; leaving us with \$22k left in contingency. We have started to order inventory and we do have 90 day terms with our large vendors so they will not hit the books just yet. The startup staffing is starting now! We are waiting for the final inspection for plumbing and electrical, scheduled for 28th. We have a hood inspection on Monday and then we would bring the health department in for the last inspection.
- Capital Campaign update and investor event
 - The C-share deadline was extended, and we recently had an owner purchase a \$10k c-share! The day before we open, we will be holding a private event for the c-share donors!

GM Monitoring

- B7 – Customer Service
 - Román presents that we are introducing a cross-training program that will increase the employee customer service as they will know more about the store and products. We have programs in place to follow up on the customer experience – Román would like to reimplement the Mystery Shopper program. Our basket size is trending upward, but our customer count has decreased – this makes sense as less people are going out or one person might be shopping for multiple houses. Our lunch crowd is gone since the hotbar and salad bar are down. The transaction count is not in compliance however we really feel that this is from COVID. We are going to start walking away from advertising in papers and magazines and starting to concentrate online and cable – this is more environmentally friendly as well. Yelp and Facebook ratings have remained steady and we have a system in place to collect customer

information and read suggestions then follow up. When we can start classes again, we are ready! We are hoping to expand the classes that we can offer with the new location coming. Safety Training is held for all employees and the safety during COVID has been taken extremely high and ensuring that we are over prepared. Annie moves to accept, John B. seconds and all are in favor.

- B9 - Expansion
 - Román is a strong believer that healthy eating is the best cure out there and we see an opportunity to work with the nutritionist at the hospitals and the colleges. We would like to increase attendance at education events! Having two stores will give us more stretch to get more owners and create more sales by buying in bulk between the two stores. With the hopeful increase in sales, we can support more local charities. We would like to really focus on 7th street and really use it as the state of the art new store: we would like to develop a full service bakery, more weekend events, and become a well-known eating outlet by promoting our café as an individual. The café has been named “The Common Table”. We would like to, in spring, to start a vegetable garden for the elementary school. In addition to community, we really want to focus on employee morale! We started a Lunch with Leadership event where a board member will be invited to have lunch with the GM and an employee from each department. We are working on a family meal option that we can serve out of the café. Román reports compliance on all and he feels that our footprint in the market is in a good place. We are supporting local much more than the surrounding stores and believe that we can drive the customers to us with that. Stephanie accepts, Evan seconds and all are in favor.

Diversity, Equity, & Inclusion

- Abolitionist Challenge
 - Sybille has sent a newsletter to the board members to push information out and welcomes feedback and suggestions! This month the newsletter featured information about the Suffrage Movement, Native Indians, and a TED Talk. Sybille has been searching for local facts and information about history in the Frederick area - if anyone has information on who to talk to or where to find information, please let us know! We will be having an official DEI meeting and talk about a starting a charter – a lot of activity happening!
- Common Market speaker series – we are interested in bringing in local speakers about diversity! This really allows us to reach out to more of the community as we are expanding into more of the community. If anyone has any thoughts about potential speakers, please reach out!

BOD Monitoring: D1 – Governing Style

John C. presents the survey – all responses came back as compliant for all questions.

BOD Election Update

- Meet the candidate dates: 8/26 @7pm and 8/29 @10am
 - We had the first virtual meet the candidates last night – 8 out of 9 candidates were there! The last event will be Saturday morning at 10am.
- Electronic Voting update
 - 477 voters have voted as of today! The deadline for the election is September 10th.

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Odds & Ends

- Lunch with Leadership September – John C.
- Retreat Planning – we need to start discussing what is the retreat going to look like this year?
- Good of the Order
- Follow up work/next steps

The meeting was adjourned at 8:18pm.