

**Frederick County Consumer Cooperative
Board of Directors Meeting
November 19th, 2020
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Board members present: Megan Schneebaum, Annie Marshall, Stephanie Walker, Evan Rosenberg, Bob Wolpert, Sibylle Mangum, John Beutler, John Clarke, Alecks Moss

Board members absent:

Staff members present: Román Diaz, Sarah Lebherz, Susan Schulman, Libby Nuss, Ashley Pilahome

Owners present for meeting: Wendy McLean

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

“Food for Thought: A Speaker Series”

Sherry Ayers: a member of the Native American Community – presentation on Native American Heritage Month.

Approval of Agenda

Agenda is approved.

Consent Agenda

Refunds are approved. Minutes will be reviewed and approved at the next meeting.

Owner Comment Period

No Comments.

Expansion update

- Expansion Finances/proforma monthly update
 - This has not changed much since the last meeting due to not receiving the final construction bill. We should be able to have this finalized for next month’s meeting.
- C-share last one! - \$10,000 – \$1.593 million for the final total! The owners really stepped forward and it was so amazing to see this happen – thank you!
- We have posted the income statement from October for review – the quarter is not fully reconciled but we are almost there. Sales figures have been under projection in both stores with labor costs running a little high because of lower sales. Election week sales were slow so the personnel expenses during that time ran over budget however it is getting closer to where we believe it should be. Marketing expenses have been considerably under budget since we are trying different, lower priced, marketing techniques. The Owner Discount total was a little under; we budgeted the discount based on sales projection but since we did not meet sales targets, the budgeted estimate was higher than the actual figure. We are currently below our budget however this financial cushion will be needed as we adjust labor costs accordingly with sales.
- Weekly sales report: – 11/9 Date shown - both stores are running under projection. We have had some surprising days of sales such as election week being surprisingly slow.

C-share dividend payout

Sarah recommends paying out 4.5% of the dividend. John B. votes yes, and Bob seconds. All are in favor. Sarah will draft a letter to be mailed with the c-share payout.

COVID-19 Situation/Response/Customer Feedback

Román Diaz assured the Board that the store management team is being transparent not only with the customer base, but more importantly, with that staff on the recent staff COVID cases. Román feels that the Common Market staff has handled the situation well and that we are maintaining communication with store team members and customers. We are learning from this situation and are continuing to implement new safety procedures including temperature checking, daily health assessments and fully disinfecting each store at least 3 times per week.

BOD Calendar 2021

- John C. is hoping to have the 2021 BOD calendar finalized by December so there is something to roll into the new year with.

GM Monitoring

- B9 – Expansion
 - Román reported compliance on this policy. Román says that he is working on logistics for a military discount to start working with Fort Detrick more closely. Our Event and Owner Service coordinator, Libby, has been keeping a focus on educational events and on which events can continue virtually until we can resume classroom events again. We are working with more local companies, like Glory Doughnuts, to continue to use their partnerships to drive customers and sales. We must continue to focus on our value image and in doing such, we are focusing on different avenues of marketing to reach more demographics within our local community. Last year we spent a lot of money on newspaper marketing and Román feels that the store should redirect our attention to social media. Our goal, by the end of this fiscal year, is to have 140 local vendors in our market. Annie moves to accept, John B. seconds and all in favor.

Retreat Wrap-up

The 2020 Common Market virtual retreat was a great way to interact during this difficult time, and get to know staff better! Thank you for all of those who joined! Looking forward, to hopefully, being back in person next year!

DEI Update

- Co-op Conversations: A Discussion Group – *“So You Want to Talk About Race?”* – by Ijeoma Oluo
 - The feedback and discussion were great! It was a good book and a great conversation!
 - Next month we will be meeting on December 16th – we are *Kindred* by Octavia E. Butler

Odds and ends

- Green Committee 12/4
- Lunch with Leadership – on hold for now.
- Executive Committee elections – next month, please give them some thought – please send your nominations via email ahead of time.
- Good of the Order
- Follow up work/next steps

The meeting was adjourned at 8:03pm