

**Frederick County Consumer Cooperative
Board of Directors Meeting
March 24, 2022**

Board Members Present: Megan Schneebaum, John Clarke, John Beutler, Mary Mckelvie, Toby Schermerhorn, Alecks Moss

Board Staff Liaison absent: Joe Asim

Staff Members Present: Román Diaz, Sarah Lebherz, Blair Barnes, Nick Fitzpatrick, Joe Eastwood, Armando Martinez

The meeting was called to order at 6:04pm by Megan Schneebaum via Zoom.

Food for Thought

There was no food for thought speaker this month. Donating stipend CDF & NCBA/CLUSA's Disaster Recovery Fund to aid Ukrainian Coops.

Approval of Agenda

The meeting agenda was approved.

Consent Agenda

The February 24th 2022 meetings minutes were approved.

Three Owner refunds were approved.

The April Board Meeting will be held via Zoom on April 21st, instead of April 28th.

Owner Comment Period

Gislene Tasayco gave her resignation due to a new job.

Ms. Schneebaum welcomed the newly appointed board directors: Juan Ducos, Joe Eastwood, Armando Martinez and Tobin Schermerhorn.

Monthly Financials

Sarah presented the January and February combined quarter to date statement to the Board. She reported on the following categories:

- Taxes and benefits financials were within budget
- Occupancy expenses were over budget
- Operating expenses were under budget
- Consulting and legal fees were over budget
- The stores were 6% under budget in sales

Overall customer count has increased compared to last year. However, the average transaction count is down, possibly due to the café at the Route 85 store only providing beverage services. The focus will be to bring in new customers.

Alecks asked if the limited café is affecting the overall revenue at the Route 85 store. Sarah believes it has definitely had an impact on sales. The Route 85 store does not get the same lunch time rush as it used to, now that the café has been open only for beverage services.

Toby suggested there should be more marketing for online ordering from the café. She was not aware that orders could be placed online. It would be more convenient to order from the café online and pick up the food at the store when shopping because orders often take a long time to prepare. Toby also

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suggested that the Common Market conduct an Owner survey to see what changes could be implemented at the store to potentially bring in more customers.

John Clarke asked what impact curbside pick-up has had on the current financials. Sarah said curbside sales are included in total sales and that they generate about \$10,000 per week.

GM Monitoring

B8- Membership

Román presented the state of Ownership of the Coop. He has projected that Ownership will grow at least 5% with no more than 0.25% loss of Owners. Most Ownership refunds were from people moving. Román presented ways to attract more Owners including Reduced class fees, OAD months and \$5 off \$50 spent coupons for Owners. Benefits are promoted, board communication, board meeting dates are posted. As of March 2022, there are 40 community partnerships. This is up from 27 community partnerships in 2018. Ownership growth is at 6.1%, owner refunds were less than 0.25% of active Owners. Only 2 refunds were submitted due to dissatisfaction. Growing Ownership strategy includes welcoming new Frederick residents with a welcome bag and promoting Ownership with outside events. Everything was in compliance except not holding Owners Fest due to the COVID-19 pandemic.

Alecks M. moved to approve the submission of GM Monitoring report for B8. Mary M. seconded. All BOD members voted in favor of accepting the report.

Proposed Board Budget

Sarah presented the proposed board budget with an overall 5% increase in this year's budget. In person Board meetings may start in July. Increased costs included electronic Board elections, Board meetings and trainings. The Food for Thought speaker series will continue. Sarah will adjust the legal fees in the budget.

Board Monitoring

D8- Boarding Recruiting, development, and expenses

1. The Board will offer sufficient and timely training to Directors for governing.
Joe E. states that he thinks hourly employees, not on the Board should be able to clock in for meetings and trainings. He also suggested making sure meeting minutes and Board meeting times/dates are posted at both locations for staff to see.
2. The Board will prudently incur costs for governance and Board operation
No comments.
3. The Board will conduct an annual campaign through its Board Development Committee to educate owners about Board responsibilities and recruit owners to be candidates of the Board of Directors
Megan stated that it has been disappointing to only have as little as one Owner interested in serving on the Board with several seats open. We need to do more to get people interested in serving on the Board. Mary M. suggested a recruitment table event at each store to add visibility and answer any questions from potential applicants. Toby suggested that more

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education/information on the Board should be made available to Owners. We need to communicate to Owners better on what serving on the Board means. Alecks suggested using Board introductions on social media and noted that this was something that came up during Lunch with leadership.

There were no changes to Policy D8 at this time, it was agreed that the Board needs to pay more attention to this policy.

DEI Update

Sunrise movement Frederick will be present at the next DEI meeting, to be held on Monday April 4th at 12:30pm.

Odd and Ends

- For now the Board and the General Manager agreed to stop reporting on GM monitoring policy B9 – Expansion since the 7th Street store has been open and the Board no longer need to monitor (unless we identify an expansion opportunity in the future). Sarah and Román agreed to discontinue reporting on GM Monitoring policy B9 – expansion.
- Green Committee- Joe E. and Román presented and update to the Board. The next meeting will be held on April 22nd at 12pm. The Committee has adopted a road next to the 7th Street location and has committed to cleaning up the street twice a year. The downtown Frederick Broom Cleanup event will be held on April 30th from 8a-12pm.
- Lunch with Leadership - Román informed the Board that the next scheduled events are:
 - Route 85- May 12th at 12pm
 - 7th Street – May 19th 12pm
- Beer and Wine Bill- John B. presented to the Board that the 2022 effort is wrapping up. He stated that the legislation is ready to go but we have to have the delegation behind us to pass the bill. The beer and wine bill will be back on the agenda in October. State elections will be happening in November.
- MAFCA- John B. shared that the next event is scheduled for September 11th at the 7th Street location. Virtual and in person. Typically, 11a-4pm but those times could change.
- CBLD- Presidents round table will be April 24th. May 3rd Financial Training, May 21st CBL 101.
- CCMA June 9th-11th virtual or in person in Sioux Falls, South Dakota.
- Good of the Order- Alecks declared to the Board that she participated in the Black owned business event at the 7th Street store and she did collect money for her products.
- Additional items mentioned were the need for the Board to update its photos and the Employee Art Fair will be held March 31st from 5pm-7pm at the 7th Street store.

Meeting adjourned at 8:20pm