



**Rutland Area Food Coop
Board of Directors Meeting
1.27.22| 6:00pm**

Board First Facilitator Chris Ettori called the meeting to order at 6:06pm.

Board Present: Monika Ganguly-Kiefner, Jeanne Kaufman, Chris Ettori, Matt Poli, Theresa Haywood, Sam Budusky

Board Absent: Annika Metcalf

Staff Present: Jeffrey Reel

Guest Present: None

Chris asked for a motion to approve the minutes from the December meeting. Theresa so motioned. Jeanne seconded. The motion passed unanimously.

Committee Reports

Finance Committee with Matt Poli

- The Finance Committee met on 1/19/22 to review the financials.
 - Meeting held virtually on zoom
 - Board members present: Jeffrey Reel, Jeanne Kauffman, CL, Sam Budusky
 - Profit is mainly due to 20k grant
 - Review of process for fy21 taxes and financial review. Review not complete yet, but we did not deliver the package of information until recently
 - Jeanne connected Jeffrey with the former CFO of HFCU for some guidance and support
 - Jeffrey planning to switch payroll to a service so the bookkeeper can focus on bookkeeping tasks. The shift will likely save the CoOp some money. Marsha wants to wait a few weeks to see how things workout.
 - Questions about p&l 6200
 - Dues and subs up 150%
 - 6100/6102 advertising/promo up substantial
 - YTD p&l highlights what departments need to reset etc
 - Board insurance is still lapsed and languishing
 - Can see what departments are doing well and which ones need help.
 - Quick discussion about if the BoD 10% discount is a good idea. The Board didn't have the numbers in front of them during the meeting, but Matt is in favor.
 - Theresa seated that other coops that she knows of don't do the 10% discount structure. She proposed that for "X" amount of meetings a board member attends, they get a certain dollar amount on a gift card.
 - Matt suggested that maybe they should ask Molly what other CoOps are doing.
 - Theresa wanted to know where the grant came from?
 - Matt responded that it was a REDC grant

PG Reports



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D4 - Monitoring GM Performance with Chris Etori

- Chris was unable to complete this report. He will be before the next meeting.

Monthly Updates

Facilitator Update with Chris Etori

- Chris and Theresa met with Upper Valley CoOp
- It became clear that the Board needs to be built up and developed.
- Chris feels like he needs to step down as First Facilitator because he doesn't feel like he has the time to dedicate to the position that it requires.
- A Board Development Committee needs to be created.
- Chris asked Theresa to chair the committee
 - She believes Annika would like to be a member of this committee.
 - Sam volunteered to be a member.
 - Theresa will send an email to the members who would like to participate in this committee.
- Chris stated that he believes his inaction is leaving Jeffrey without support and feels like he hasn't been able to meet with the GM as often as he really should.
- There was a brief discussion about the new Dropbox folder structure that Katie has begun to build and the need for a folder for all additional items that might be required for a meeting. Katie said she would address the needs and acknowledged that there is room for improvement.
- Chris added the Retreat info to Dropbox that he didn't realize that everyone didn't already have.

GM Update with Jeffrey Reel

- Disappointed in December numbers.
 - Up \$42,000 in November
 - COGs are up
 - Payroll is up; there were 5 pay periods in December, plus holiday bonuses, and the store is now open 7 days a week.
 - There are also seasonal costs that are taking effect, like plowing and heat. Also, the kitchen is open again!
 - January's numbers aren't looking good either. The store was closed on New Years, which was on a Saturday. 1/17 was a snow day, and this cold snap is keeping people home.
 - The freezer and cooler arrived from Middlebury. They are in storage until they can be properly installed.
 - A new logo was designed. The DRP will pay for half of the new signage. It will cost \$1000 total for a new sign.
 - A new cook is starting in the newly opened kitchen. They will offer some sandwiches, hot dishes, muffins, etc
 - Chris wondered how Jeffrey was going to promote these new offerings.
 - Jeffrey replied that he planned to use the Mountain Times, and social media, but he's open to other ideas.



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- Monika thought that the DRP did a newsletter that would be great publicity if they'd promote the new kitchen offerings.
- Chris agreed, but he wasn't sure if anyone is working at the DRP right now. Nikki just resigned.
- Jeffrey wanted to let the board know that he never spoke to a reporter about the situation with Amy. His quotes in the story in the Rutland Herald was taken solely off his police report. The Board understood.
- Jeffrey met with the former CFO of HFCU. They plan to meet once a month.
- After a number of attempts, Jeffrey was finally able to circumvent the passwords that had gone missing and was able to access Catapult!
- He asked about the reports that he is supposed to be responsible for.
 - Theresa spoke again with Molly from Colluminate: the Board has 8 hours of time remaining and Michael Heeley is happy to help Jeffrey with 4 months of reports.
 - Jeffrey spoke with James Moralle who seemed to be protective of his territory. Jeffrey doesn't want to step on anyone's toe and wanted to know if the hours go to pay for James?
 - Chris replied that, no, the hours with Michael can't be transferred to James. They work for the same company, but in different departments. However, this opens up more time for James to work with Jeffrey on budgeting, etc. leaving Michael to help with report training.
- Jeffrey let the Board know that the liquor license is up for renewal. He needs names, addresses, etc.
 - Chris told Jeffrey that he would collect the information and get it to him.
 - Matt recalled that they needed social security numbers, birthdays, and other sensitive information that was collected and destroyed after being reported.
- Chris reassured Jeffrey that January and February are typically the slowest months. He thanked Jeffrey for his efforts and stress.
- Jeffrey thanked the Board for understanding.

Unfinished Business

Board Recruitment

- Chris implored that every Board member try to keep thinking of people that would be good to have as members.
- Jeanne knows a financial advisor, named Steve, that might be a good fit.
 - Chris knows this person; he used to be a part time worker for the CoOp, and used to be the treasurer.
- Jeanne also knows someone else, the new priest at Episcopalian church, who might want to join the Board. She's new to the area and has a lot of energy.
- Theresa's husband Steve has volunteered to help with any computer issues Jeffrey has.
 - Jeffrey replied that they have so many tech issues and would love some help!



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CBLD Retreat Follow Up

- It is important for the Board to develop a community.

New Business

RYP Mixer

- Jeanne spoke to the president of RYP to discuss what the mixer requirements were.
- She connected Jeffrey with her as well.
- Requirements are as follows:
 - Room for 35-65 people
 - From 6pm-8pm; networking for 1 hour, then announcements, an industry speaker, time for an activity//networking. Food costs would be on the CoOp. A cash bar is often a feature.
- Matt said he didn't think that the CoOp's liquor license would support a cash bar.
- Jeanne thought that this event was a great opportunity for some cross-support advertising.
- Depending on the month, the mixer could be held either in the space next to the CoOp or in the back room if it rained.
- Theresa suggested if they can't have a cash bar, they could have a kombucha bar. Or maybe a vendor could give samples? She wanted to make sure the Board knew that the CoOp doesn't own the grass next to the building, but the owners are pretty cool about letting the CoOp use the space.
- Matt suggested the mixer be held in May, which would potentially bring in some new members before the CoOp's Annual Meeting?
- Chris thoughtfully stated that a lot of this event's responsibility will fall on Jeffrey. He asked Jeffrey what his thoughts were?
 - Jeffrey tends to like warmer weather, and also likes the idea of catering the affair.
- Chris thought it was a great opportunity to promote organic wines offered at the CoOp.
- Jeanne said she would do everything she could to help Jeffrey produce this mixer.
- Jeffrey needs to calculate the costs of having the event catered vs preparing the food in the newly opened kitchen.
- Theresa reassured Jeffrey that it didn't need to be anything fancy. People just stand around, network and make some announcements about things that are happening.
- Jeanne stated that Wonderfeet simply does cheese and crackers, while Roots goes all out.
- Jeffrey said he thought the CoOp was something in between.
- Matt remembered he went to Rutland Beerworks, where they had lots of beer, but it wasn't anything formal. He wanted to remind the Board that there was an Annual Meeting that needed to be planned for too.
- Theresa said they would probably need a tent - not a big rental - but something like what a Farmers Market vendor would use.
- Sam has a good friend who's a caterer if that's something the Board would like to pursue.
- Matt volunteered his tent.
- Sam stated can get his hands of a bunch of tents if needed.
- Jeanne joked that she could get many tents that are branded HFCU. She then asked Jeffrey if he wanted to look at his calendar for the best dates?



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- Jeffrey asked when these mixers are usually held - weekends or weeknights?
- Chris responded that they were usually held on a week day.
- Theresa suggested a Wednesday.
- Jeff proposed the 3rd or 4th week in May.
- Theresa looked at the calendar and suggested either 5/17 - 5/19? So as not to interfere with BoD meeting.
- Jeffrey thought that sounded ok.
- Jeanne will touch base with Jeffrey tomorrow.

Board Photos

- Theresa spoke with Steve Peters. He needs a new Board roster and the new photos as soon as possible.
- Jeffrey asked the Board to agree on a background and have Board Members come into the store when they can. Nick works Tuesdays - Saturdays and Jeffrey will make sure he can take photos when BoD members arrive.

Closing

Agenda Requests for Next Meeting

- 10% BoD discount
 - This discount isn't a Bylaw so if the Board wants to change it, they only need Board approval.
 - Theresa asked what the employee discount was.
 - Jeffrey responded 20%.

Review Board Calendar

- Reporting for Next Meeting
 - D4 - Chris
 - C - Jeanne
 - C1 - Jeanne
 - Jeff - B1

Upcoming Committee Meetings

- Finance - 2/16
- BoD - 2/24

Adjournment

Board Facilitator Chris Etori called for a motion to adjourn the meeting. Matt so motioned. The meeting ended at 7:20pm.