

**SUGAR BEET FOOD STORE COOPERATIVE
BOARD OF DIRECTORS MEETING AGENDA
TUESDAY, SEPTEMBER 20, 2016, 7-9pm
LOCATION: DOLE LIBRARY, Oak Park**



Board of Directors: Daniel Becker, Ryan Bradley, Monica Chadha, Chris Dowsett, Brian Hammersley, Judy Klem, Greg Marsey, Peter Nolan, Rachel Poretsky, Maureen Spain

GM: Chris Roland

AGENDA

- **WELCOME (PETER)**
 - a. Meeting called to order at 7:05

- **PUBLIC COMMENT**
 - a. Sharon suggested that we personally invite people to the board meetings to make more of a connection
 - b. Charlene suggested that we have a suggestion book or box at the counter

- **ITEMS FOR APPROVAL**
 - a. Meeting Minutes from 8/23/16 meeting approved, Brian motioned to approve, Chris D. seconded

- **GENERAL MANAGER'S REPORT**
 - a. Current Ownership Count
 - b. Sales Results
 - i. Learning what our cycles are (summer is slow)
 - ii. Growth in deli and beer and wine
 - c. Key Initiatives
 - i. Owner drive in October – National Co-op Month (goal of 60 new owners)
 - ii. Starting to prep for holidays (turkey, gift baskets)
 - iii. Direct mailing going out in early October
 - iv. New line-up of classes and bingo is back

- **MARKETING WORKING GROUP UPDATE (JUDY)**
 - a. Messaging – need to get consistent, suggestion of off-site to nail down
 - b. Analysis of owners that come to store often and those that don't and then send customized emails based on store behavior
 - c. Future suggestion of revitalizing ambassador program (suggestion of ambassador fair of wine and cheese event early next year to hear about opportunities)
 - d. Engage with schools and other community organizations (eg, Hatch Harvest Dinner, Beye Pancake Breakfast)
 - e. **Action Items: Judy will send out Doodle poll and will have data by next meeting**

- **OWNER EQUITY WORKING GROUP UPDATE (MAUREEN)**
 - a. Block party initiative – recommendation to buy blender bike, good things happening at River Forest block parties, suggestion of putting together a list of what we can offer
 - b. Yard signs
 - c. Ambassador program
 - d. **Action items: Maureen to price out yard signs**

- **OWNER LOAN WORKING GROUP UPDATE (BILL)**
 - a. 10 year financial plan
 - b. Use sign as an opportunity for new lenders

- **OTHER**
 - a. Exterior Sign Update
 - i. We have a rendering, have approval from landlord, we need pricing and then we'll approach new members about it
 - ii. Action items: Greg will draft letter; Chris D. will reach out to Tom Hollinden re do's and don't's of lending; Brian will work with structural engineer; Chris R. will get us logos for rendering

- **Q & A WITH OWNERS**
 - a. Sharon asked if we can analyze data for non-owners; we don't have that capability yet
 - b. Sharon suggested that we use the word "grocer" on the sign
 - c. Charlene suggested letting owners decide on the design on the sign so they feel invested

- **CLOSING**
 - a. Review Action Items and assign roles as needed
 - b. Confirm dates for next Board meetings (7pm, at Oak Park Main Library)
 - i. Tuesday, October 25
 - ii. Tuesday, December 6
 - c. Adjourn Meeting; motion to adjourn meeting by Brian, seconded by Greg; meeting adjourned at 8:19