

**Willimantic Food Co-op
Meeting of the Board of Directors
April 1, 2021**

This meeting was held virtually (on Zoom)

Directors Attending: Linda Brock, Stefan Kamola, Kathleen Krider, Alice Rubin, Joanne Todd, Matthew Coolbeth, Natasha Sheer

Absent: Nancy McMerriman

Others Attending: Patty Smith, Roxana Mocanu (scribe), Steve Bachiochi

Call to Order: 7:06 pm

Agenda Item	Resolution
<p>JEDI Statement</p> <ul style="list-style-type: none"> ● This item was added to the agenda. ● JEDI stands for Justice, Equity, Diversity, and Inclusion. ● Patty presented the Willimantic Food Coop’s preliminary JEDI statement and asked Board members to provide input. ● The updated version of the statement will be shared on the WFC website. 	<p><i>Action: none</i></p>
<p>Members Speak Out</p> <p>Board Bulletin Board: - None</p> <p>Members Speak Out: - None</p>	<p><i>Action: none</i></p>
<p>Consent Agenda</p> <ul style="list-style-type: none"> ● March Minutes ● Monitoring Reports: <ul style="list-style-type: none"> ● BOD C.4 - Monitoring Manager Performance <ul style="list-style-type: none"> ○ Discussion: The Board needs to review the calendar of Monitoring reports - the timing for some reports is interdependent. ● Subcommittee reports: <ul style="list-style-type: none"> ● Expansion: no update at this time ● Bylaws and Policy revisions (report submitted by Linda): “A response was received from Dave Swanson, the attorney at Dorsey & Whitman, with feedback on the draft bylaws. His response has been distributed to the committee members for review and the committee in the next few weeks will meet to discuss it. Next steps include finalizing a (we hope) last round of questions, scheduling a call with Dave, then bringing draft copy to the Board for discussion.” ● Board Perpetuation: no update at this time ● Reincorporation: no update at this time ● NextCloud: no update at this time ● Member Engagement (update by Stefan): we have received 2 proposals in response to the CFP (Call For Proposals). Stefan will schedule a meeting for the subcommittee, and will send the invitation to all Board members. 	<p><i>Motion to approve the consent agenda: (Moved: Linda; Second: Natasha.) All in favor. Motion approved.</i></p> <p><i>Action: Alice to review the calendar of Monitoring reports in light of Joanne’s comments on BOD C.4.</i></p>
<p>New Business</p>	

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<p>NFCA Annual Meeting:</p> <ul style="list-style-type: none"> ● Several Staff and Board members attended the meeting on March 20. ● The presentation and discussion of a Vermont Coop's experience implementing a Food for All program sparked renewed interest in the possibility of starting a similar program at the Willimantic Food Coop. 	<p><i>Action: none</i></p>
<p>Columinate Training:</p> <ul style="list-style-type: none"> ● Kathleen forwarded a list of training courses to the Board. 	<p><i>Action: none</i></p>
<p>Member Survey Report:</p> <ul style="list-style-type: none"> ● The survey from May 2020 collected over 1400 responses (about 20% of members, as well as a few responses from non-members), and proved to be an important and effective tool for member engagement. ● The comments to the question "What are one or two of the most important things about the Coop to you?" can be used as input to our strategic planning process. ● Linda proposed that the Board reflect upon and discuss the following questions: <ul style="list-style-type: none"> ○ Does this feedback change your perspective on our Ends Policy and if so in what ways? <ul style="list-style-type: none"> ■ We need to consider the context for the feedback collected: it was part of a survey about COVID, and the survey question was very open-ended. ■ Given the context, would it be wise to use this feedback to modify the Ends Policy? ■ The Ends Policy is an attempt to answer the questions of who we are, and why we exist. Although we live in a different world than when the Coop first started in the 1980s, and we face different challenges, the core values remain unchanged. ■ The Ends statement needs to reflect our place within the community. ■ Consider engaging in a periodic retrospective process with respect to the Ends Policy, where each stake-holder reflects upon what we should continue doing, what we should start doing, and what we should stop doing. ○ Are there other things we should know about our member's attitudes or goals and if so how do we go about learning that? <ul style="list-style-type: none"> ■ Building a better survey: how do we make sure that we are asking "the right questions" to collect meaningful and accurate data? What is the info we want to know? Is it a set of questions about why they are a member, what is important about their membership? ■ The goal of the Member Engagement subcommittee is not solely to educate members (making the point that the Coop is more than just " a nice place to shop"), but 	<p><i>Action: Patty to find out if NCG can offer help in building a better survey.</i></p> <p><i>Action: Natasha to look up the WFC's Google reviews, Yelp reviews, and Facebook comments.</i></p>

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<p>rather the co-creation of value: engaging members in a dialogue on what the Coop means to them, what is important.</p> <ul style="list-style-type: none"> ■ Consumers are driving the digital landscape of social media. Do we want to take an active role in steering that dialogue? 	
<p>Sarah Accorsi resigned from the Board, effective March 2021.</p>	<p><i>Action: Kathleen to ask Steve Murphy to remove Sarah's name from the Board distribution list.</i></p>
<p>Old Business</p>	
<p>Annual Meeting:</p> <ul style="list-style-type: none"> ● Virtual meeting on Zoom on May 23, 5 to 6:30 pm. ● All presenters must sign onto Zoom by 4:45 and include their BOD identity in the name displayed on Zoom. ● Kathleen, Patty, Stefan, and Linda to co-host on Zoom (monitor chat, mute/unmute, etc). ● Practice Session for presenters/organizers: May 20, 7 pm ● BOD Election: Patty and Alice will count the votes (paper ballots) prior to the meeting. Matthew will announce the results of the election during the Annual Meeting. ● Celebration of staff: will be on the front cover of the newsletter, and will also be presented during the Annual Meeting. ● The Annual Meeting mailing will include the Treasurer's report and the Election ballot. ● The Reincorporation update will be included in the next Compost newsletter. ● Nancy and Steve Murphy are working together to set up the registration process for the Annual meeting. Each member registering for the Annual Meeting will receive an email response containing the Zoom link and the link to the Annual Report. ● Patty will be time-keeper using a yellow-card/red-card system. 	<p><i>Action: Patty to let Kathleen know if she would like to present the NCG report during the Annual Meeting.</i></p> <p><i>Action: Linda and Kathleen to come up with questions for members to answer during the Annual Meeting using the Zoom poll function.</i></p> <p><i>Action: Kathleen to send a Zoom link for practice session on May 20.</i></p> <p><i>Action: All presenters (Joanne, Stefan, Natasha, Linda, Alice) to send presentation material to Patty no later than May 13.</i></p> <p><i>Action: Patty to use a common format for the slides (add logo).</i></p>
<p>Store Update</p>	
<ul style="list-style-type: none"> ● March 2021 sales: 17% less than March 2020 (note: March 2020 had record sales due to the pandemic stocking-up). ● Year to date sales: 13% less than 2020. ● In the future, it may be useful to compare 2021 sales to 2019 instead of 2020. ● Planning to increase store hours in the near future. ● Inventory was completed on March 31. First quarter financial data will be available shortly. ● Staff worked together to help Marissa's family by donating PTO hours and money toward a gift card. 	<p><i>Action: none</i></p>
<p>Executive Session None</p>	<p><i>None</i></p>
<p>Calendar Review</p>	
<p>BOD Monitoring report to be reviewed in April: D.5</p>	<p><i>Action: Nancy to monitor D.5</i></p>
<p>Meeting adjourned</p>	<p>9:04 pm</p>