

Fiddleheads Food Coop
Board of Directors Meeting Minutes
January 16, 2007
Victory House, Broad Street

In Attendance: Kristen DeMuzzio, Richard Huhn, Sara Kimball, Janelle Leroux, Allen Longendyke, Sioux Mackey, Michele Millham, Jody Noe, Amy Sarcia, John Sargent, Matt Turcotte, Colleen O'Reilly and Annie Chambers

- Meeting called to order at 7PM, John facilitating.
- President's Report- Tonight Amy and Annie Chambers will be participating in the second conference call with the Cooperative Fund of New England (CFNE). The biggest question seems to be our collateral. CFNE has requested more financial experience on our Board. Annie Chambers has agreed to come onto the Board and become the Treasurer. Sara will continue to write checks and keep tabs on the finances under Annie's guidance. No new news from Charlie regarding the floor. Petie Reed has resigned from the Board. Several basic financial statements must be filed with the Secretary of State by January 30. Annie recommends the Board create a timeline of things due. Matt's hours vs. prevailing wage are discussed, and 501c3 corporations (such as CFNE) and Pfizer's 100% match.
- Project Coordinator- Please contact Sara for a copy of the spreadsheet with Matt's work breakdown. He has 25 hours left in his contract. The Board will vote via email whether or not to renew his contract.
- Executive Committee Report- We will begin paying our monthly rent of \$8166 on February 1. The Executive Committee will start holding Board members and Committees more accountable and have created an action list. Our number one priority needs to be communication among the Board, followed very closely by communication with our membership. Amy has asked that all Board members be copied in on the construction schedule. The Membership Committee is responsible for both our correspondence with the membership and publicizing all events. In order for the President to fulfill her duties, she needs to be aware of what is going on with each committee. Right now a lot of the committees are not doing a good job of communicating with the other committees, the Board or the President. Cooperative management and looking into training from the Cooperative Institute for communication between committees is discussed. Discussion of

- communication to members and general public, the need for weekly website updates and information banners in the windows.
- General Manager Hire Committee Report- One candidate is looking very promising and would like to meet the Board. Another candidate will be interviewed on Thursday (1/18/2007). Board members are asked to be ready to vote via email on how to proceed.
 - Financial Report- Sara took possession of the checkbooks following the January 2, 2007, Board meeting. The amount of member equity spent up to date is \$23,166.67. This total breaks down as \$8166.67 for our security deposit on our lease, \$10,000 for our down payment on the purchase of the California Fruit business, and a recent transfer into our checking account of \$5000 because we needed the funds for our expenses. Any other money spent was from refunds to members. The current amount of member loans pledged but not received is \$10,000. We also have various spoken but not confirmed loan pledges of about \$50,000. According to the checkbook, Matt Turcotte was paid \$600 on 12-6-06, \$600 on 12-19-06, and \$300 on 1-2-07, totaling \$1500. The first meeting of the Finance Committee will be on Thursday, 5PM at Hannafins.

General Checking Account

Current Balance as of Jan. 16: \$2842.15

Last Bank Statement date 12-31-06

Checks and Debits \$6583.96

Deposits and credits \$9198.45

If we maintain a \$10,000 balance we will not have to pay the \$10 monthly maintenance fee.

First interest payment to BSECT for \$568.33 automatically withdrawn on Jan.2, 2007. Loan balance remains \$80,000.

Bills to Pay:

Tinnerello: \$1069.39. Previous Balance \$663.49, Current Charges \$405.90 (Haul Charges and tonnage charge) Due upon Receipt. Amy suggests paying \$500 now once Ken Hanson approves the charges.

WBMW: \$1000. Live Broadcast Schedule. Statement Date 1-02-07- Amy is checking with our rep to see if this bill is accurate.

Member Loan Account Balance as of Jan. 16: available \$76.08, hold \$22,500, total \$22,576.08. Amy deposited \$500 and \$2500 (\$25,576.08)

Money Market Membership Fund Account Balance as of Jan. 16: available \$1662.47, hold \$61,998.76, total \$63,661.23 (363 fully paid members).

- Loan Phone Drive- The Board decides to stop the loan drive while Michele looks into starting the Capital Campaign with several professional fundraisers leads, including the fundraisers for All Souls and for the Coast Guard Alumni. Amy needs to complete the phone sheets either to pass off to other Board members for home calls or for professional fundraisers to use.
- Annual Membership Meeting- we need to start thinking about a date and location, as well as starting up the Nominating Committee.
- Focused Member Mailing- we are losing volunteer momentum. Michele has drafted an email to send to the membership stating three concrete ways members can help and would like feedback.
- Newsletter- The Membership Committee is recommending a postcard be sent to all members alerting them to check the website for the newsletter. People with no Internet access will have a number to call to receive a hard copy of the newsletter. The newsletter will also be emailed out. We will not sell ads for this newsletter. Janelle will ask the Board for input on content via email.
- The meeting minutes from the January 2, 2007, Board meeting are approved.
- Public Meeting- The Board decides to table the public meeting in the site. All Souls has agreed to be a potential meeting site with 225 seats and a \$75 charge. Lots of local musicians are interested in participating in a fundraising concert. Blueprints have volunteered to create some professional signs for us. Kristin will follow through with this donation when we decide what we would like on the signs. Please send suggestions to Janelle and Sara.
- POS Update- “The POS committee has almost finished its preview and evaluation of POS systems. The final selections came out of a combined effort survey that polled Food Coops nationally. Three possible software manufacturers were chosen. The committee developed a selection criterion to assure an impartial recommendation is made based on Fiddleheads needs and budget. By the Feb. 20th

BOD meeting we will have submitted a report summarizing our findings and detailing our final recommendations.

We have a moderate success obtaining feedback and advice from various outside sources, such as the Willi Coop, the Common Market, UNFI, and other grocery/retail professionals.

NOTE: Committee feels it needs to wait until the GM is hired and can have some input on the final system selection before making a final recommendation to the Board.

They are:

1. Counterpoint: Demo complete; waiting for system quote; pursuing leasing option thru their supplier; have sent credit app. to finance committee
2. ECRS/Catapult: demo complete; System quote received approx. \$52,000; pursuing leasing option thru their supplier; have sent credit app. to finance committee
3. Dumac Business Systems, Inc.'s Scan Master: Demo scheduled for next week.

Possible leasing companies

1. Popular Leasing, Tobin Mercer 1800696-3917
2. Principal Capital, Jeff Neese application submitted

Other on-going research & work includes:

GM support and participation on POS selection

Partnership with vender committee as it relates to electronic data management (i.e. distributors) and store opening (planograms, coupons)

Accountant support on accounting software package

POS administrator hired or volunteer

IT Update

Website Redesign will be completed by Feb 1.

BOD will have the opportunity to preview the site prior to going live – date undetermined. All text has been submitted or created. Geoff Pryor has received several images and design components.

IT Next steps: New website management scope of work; website relationship to store – liaison

Existing website:

News pages are updated weekly, including committee meeting notices and volunteer announcements. Matt is the liaison for posting other info but rarely if at all gets anything from committees. Email database was updated within the last two weeks. All FH email accounts seem to be reaching their designated recipients (i.e. getajob, volunteer, info, etc).

- Discussion about John and Sioux's work on a potential collaboration between Fiddleheads, FRESH and Mitchell College and a possible government grant to bring fresh food to the area.
- Discussion of the New London Area Food Coalition and our neighborhood participation including a discussion of the Massachusetts's organization, "Involved in Sustaining Agriculture" (CISA) and Jennifer McTiernan, the Market Master for City Seed in New Haven. The grant that she secured for the same type of program was the Ag Viability Grant to create a CT Buy Local campaign.. The website is <http://www.buylocalfood.com/>
- Site Layout Plans Update is tabled due to the time.
- The Board has added an additional January meeting on January 30. Jody will facilitate. Please send her agenda items. The location to be announced.