

July 9, 2007; 6 pm.
Fiddleheads Board of Directors meeting
at CCI, Inc., 190 Broad St., New London

In attendance: Ed DeMuzzio Ellen Anthony, Jae Bouchard and Dick Spindler–Virgin. Also members: Sile Herbert, Robin Dana, Laura Natusch, Bob Bunting, Allen Longendyke and Bruce Baratz. Annie Chambers is away on vacation; Jody Noe had a minor medical emergency. Amy Sarcia did not attend.

Jae has a partial copy of our lease. Exhibit B covers the responsibilities of Fiddleheads and Exhibit C covers the responsibilities of Charlie Facas.

Call to Order

****Member Comment:**

Laura: thanks for the website update; amend annual meeting minutes.

Bob: An email notifying members about the website update would be very helpful.

Dick: a paper letter and an email letter will go to all of the membership in a day or two, hopefully the last bulk paper mailing, asking, among other things, that snail–mail–only people inform us of that fact, so that we can stop sending paper to everyone.

Ed: the website has a "blog" [I think he means the comment–posting section].

Sile: appreciates the website update; will BoD respond to comments made?

Ed: this will work out over time.

****Executive reports:**

Jae: will we send a press release?

Dick: has written a guest editorial response to the "Fiddleheads Fiasco" editorial, will submit in a day or two; also will compose a press release after tonight's meeting.

Jae: we could suggest on the website that members write letters to the editor in support of FH.

Dick: visited the Willi, talked and shopped. Very informative.

Ed and Dick visited the store during and after a big rainstorm recently and no rain appeared to have leaked in. Also could not find an electric meter, in relation to the high bills of late.

Jae knows an old-time electrician who might look at it.

** Committee Reports:

Discussion about the newsletter: Ellen should continue to encourage her contacts to get one made and put on the website; bulk mailing details and possibilities; Sile says Willi doesn't mail much; other holders of bulk mail permits (All Souls, St. James) can lend their permit; postage meter can be borrowed also.

Dick: we need new chairpeople for certain committees.

Discussion of IT/Communications: Allen will help with website; IT includes store P.O.S. systems; Art Costa was involved with that.

Ed: Development Committee? Was voted into existence and members appointed.

Sile: uncomfortable with ad hoc Dev. Cttee., overlaps with advisory, may not be legal, isn't necessary; when expert advice is needed. one asks an expert for advice.

Ed: Advisory Cttee was discussed, but never voted on. Subject was tabled.

Sile: get in touch with Art Costa: he was working on the timeline, knows jargon, is knowledgeable and an industry consultant. A good guy who could definitely help us get back on track.

Dick: would like to resolve the confusion around the Advisory, Development and Founders Cttees.

Sile: P.J. Hoffman is affiliated with UNFI (United Natural Foods Inc.) and is a store designer; Sile got his name as a person to help, and gave his contact information to John Sargent when John was chair of the Site Cttee.

Ed: A MOTION to create a Newsletter Committee, seconded by Dick; passed 4-0-0.

Dick: future meetings: Tuesdays, 6:30 – 8:30, probably at the New London Public Library. He will call them tomorrow to make sure. We will meet weekly for the time being.

****New Business:**

Ed: Financial Resolution; Ned Hammond, Annie Chambers; 2 loans available from the City of New London's Revolving Loan Fund, in the total amount of \$75,000. Getting this loan would be a significant event, and he doesn't mean financially. The NL Econ. Dev. Cttee meets to decide on these loans on July 19th; Annie is working on the application; Apple's projections are missing; Annie is in New Hampshire this week; someone [?] needs a resolution that a FH BoD member will sign for the loan.

Jae: A MOTION that we apply for the above-mentioned loans, seconded by Ed, passed 4-0-0.

Ed: thinks this commission meets monthly, but decides about loans semi-annually.

Jae & Ed: storefront sign. Amy has design, we need to approve the design before Jae can get quotes. The picture was on the member-loan brochure, which was found and looked at. Written comments were solicited from the attending members and the BoD. Ed's employee will transfer the image from the brochure, add the word "FOOD" and [?] we will have a canvas banner made up as a temporary measure [and also to test the design before spending thousands of dollars on something we're not totally certain about – size, color, readability]

Jody's issues are tabled.

(Closed Session)

Dick: the historical minutes ... decisions that we need to live up to.

Ed: certain decisions that we have heard about are not in the minutes

Bob: The BoD [I am confused about what Bob said – something like that the Policies and the By-Laws are all that the BoD does, but we disagreed with him] also, until we have a GM, we are doing the GM's job of day-to-day decisions as well as the BoD job of Policy and Bylaws.

Laura: Bob's remarks underscore the need for a GM.

Sile: to get that loan from the City, we need a very good application.

Ed: A MOTION that we adjourn, seconded by Jae; 4-0-0.

Notes taken and transcribed by Ellen Anthony, Secretary.