

6:30 pm, July 17, 2007  
Fiddleheads Food Coo-op  
Minutes of the meeting of the Board of Directors  
held at CCi, Inc., 190 Broad St., New London

Present: Ed DeMuzzio, Annie Chambers, Jae Bouchard, Ellen Anthony; Dick Spindler-Virgin is on vacation, the other two directors resigned this morning.

Members present: Sile Herbert, Laura Natusch, Paul Schafer, Allen Longendyke, Jake Kaeser, William Hine, Ken Hanson, Carol Booth.

MOTION by Ed, seconded by Jae: to approve the minutes of July 9. Passed with a vote of 3-0-1. (changed - Annie was an abstention, not a zero)

Member comments:

Sile: loan application is due tomorrow?

Annie: that meeting has been postponed until we are ready. Annie will be re-writing the 2 year old business plan that uses 4 year old information. It should be a good job, done right.

Sile: city support is vital, and an aid toward other funding,

Sile: a decision should be made soon about whether to re-hire Richard Krasner.

Laura: Pat Daddona wants a story; can we hold her off for a week?

Allen: spoke with Pat, she asked what will happen to the Take Back Fiddleheads group? and he responded that it will merge with Fiddleheads and move forward together.

Laura: In the May 30 minutes, there is no mention of the motion and vote on section 3.4 about voting by slate.

Discussion followed - only Annie was there, Ed searched those minutes again and did not find that particular motion.

Jake: minutes must be approved and part of the public record (is this true, exactly?)

Ellen & Jae: appreciation of Annie staying on the Board.

Treasurer's report by Annie: explained many pages of report; business plan needs to be amended, updated, rewritten. Loans are being or will be sought from the City of New London, Citizens' Bank, the U.S. Dept. of Agriculture and others.

MOTION: by Ed, seconded by Jae: to approve the Corporate Borrowing Resolution of July 17th, 2007, as submitted. 4-0-0. Ellen signed and dated 2 copies of that resolution.

Annie: will email her assumptions. Please read them.

Jae: do we dump the old 51 page business plan?

Annie: it needs a lot of work.

Sile: strongly recommends that we contact Bill Gessner

Annie: has been to the St. Johnsbury and Willi co-ops, as well as others, and has seen their business plans (and other documents?)

Sile: United Natural Foods will help with this, and might well give a discounted rate for the services of their experts. Tony Dumolo is the territorial manager.

Annie: the feasibility study was done in 2003. Each board member should send to her a short biography for the loan documents. please.

Ed: Ned Hammond (City of NL) wants a good, well-done application so that he will have hardly any questions after reading it.

Sile: what is the radius in the demographics? (5 miles) This is wrong - for a co-op it is much larger than that - maybe 10 or more miles.

Laura: dedicated gift fundraising plan - \$10 or 20 a month pledge.

Ed: need to rebuild confidence in the co-op. He has had 3 requests for membership money back among the 70 emails he received after the e-blast of last week.

Ellen: what about paying Mystic Air Quality?

Ken: will see about an invoice and get in touch with Annie.

Annie: We have 3 accounts at the Bank of Southeast Connecticut: member equity, working funds, and member loans. At the moment, Annie is the only one who can sign. The equity and loan accounts are restricted. Ellen, Ed and Dick should go see Mel Foti.

Ed: call for committee help - chairs and members.

Laura: Glenn Cheney is good at PR; used to be employed in that field.

Annie: 2 people signed up to help with finance, she will call them.

Meetings will be held Tuesdays at 6:30 at CCi for the time being.

Newsletter is in the works, Kristin got a mostly-made one in the email from Jen Pryor which will be updated, etc., and sent by email, and put on the web site.

Sile: in the newsletter, announce the existence of the member-comment blog in the newsletter so people can use it.

Jae: store sign options. "Channel" lettering, with depth and neon.

Ellen: make a temporary banner to make sure we like it before committing to a more permanent and expensive sign.

Sile: Willi's banner cost \$200, discounted from \$500.

Ed: Bio's for intended new Directors are due tomorrow, discussion of mailing and response times, deadline extended. Three have been received.

Laura: state statute requires a minimum of 7 directors.

Ed: many want email communication. Tablers are needed for farmers markets. Jake will work at a market, but the brochure needs some changes.

Sources of Funds:

Ed: meet with Charlie to negotiate a rental holiday. If not, we are in dire straits, we are spending 10K a month, when we hire a manager it will be 15K. New committee is the Capital Campaign Committee, including Ed. He needs help.

Site Committee report, Ken:

Charlie has been working on the east wall, daylight still visible through it, possibly the work is inadequate.

East windows need replacement.

Electrical system violates code, some work started.

Needs paint on western partition wall.

Roof leaks, especially near front door.

No building permits to be found anywhere.

The floor finishing is under discussion and will have a report soon.

Produce cooler can be fixed for less than \$2000.

Out side signs could be placed in 2 other places, according to grandfather rules.

Roof drain has a leak problem

Air exchange ducts might be made of an asbestos-containing material, so should be left alone or encapsulated.

Annie: If the plan says we have a deli then the loan papers have to say we will have a deli, and when the loan people come to inspect there had better be a deli. Same for other parts of the plan.

Jae and the floor plan:

This plan is horrible: 1. Customer Service Desk congestion; shoppers looking out the window, not at products; large coolers in the middle of the floor, shopping carts right next to produce. Suggests an ATM in the store.

Sile: a co-op is very different from the kind of supermarket you are talking about. People in a co-op sit and they talk. It is not about money, although it does need to make money. It is about community.

Paul: what about Tony D's pizza chimney?

Ken: point system for existing buildings and number of toilets.

Sile: need at least 2. At the old Willi with only one, you no sooner sat down before there was knocking n the door.

Jae: gardens and that kind of fluff are very nice, but the point is to make money.

Paul: we need to open a.s.a.p.

9:00 pm. Ed: No closed session.

Ellen: Put blowup of plan on store window for people to see, facing out.

Jake: with good tape

Ed: still need volunteers for the Board

Sile: for the capital Campaign, it would be good to have a kickoff event; the Garde might let us use their space.

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

Closed session happened anyway.

Submitted by Ellen Anthony,  
Secretary.