

Fiddleheads Food Coop  
Board of Directors meeting  
Tuesday July 24, 6:30 pm  
CCi, 190 Broad St., NL

Directors present: Ed DeMuzzio, Jae Bouchard, Ellen Anthony  
Directors absent: Ann Chambers is finishing up our loan documents, Dick Spindler-Virgin is out of town.  
Members present: Carol Booth, Sheila Herbert, Laura Natusch, Allen Longendyke, Ken Hanson, Martha Parry

6:30 call to order.

Bob and Karen from Designs Inc., signmakers of Coleman St., NL.. Jae contacted and conferred with them. They will present a bid for the main, front, over-the-south-window sign. Much discussion of design, lettering, and 2 or 3 future adjunct signs.  
Applause for Jae.

MOTION to approve minutes of July 17. 3-0-0.

Member comment:

Sile/Sheila - 1. We need more people from outside the circles of New London activists and Take Back Fiddleheads to be on the Board. 2. Doug Wray's post on the website should be acknowledged in some way, even if not answered. 3. Glenn Cheney of O! Brasil is willing to help with Public Relations. He used to work in this field.

Laura: 1. Apology about confusion over the email she sent out with a sample-PR item that Glenn wrote up. 2. committee definitions and responsibilities are unclear and confusing. 3. Doug 's post needs a response.

Discussion of new BoD member issues.

Ken: Art Costa has detailed committee descriptions.

Ed: the website has descriptions and some contact people.

Jae: we need to move forward, no matter how many people we do or don't have.

Discussion of finances.

Carol: Annie said there is a \$2500 and a \$5000 grant that we could apply for?

Ed: looked at them, broad criteria for applicants, many contenders for a relatively small amount of money.

Sile: we need to find big money, and also to reapply to the Cooperative Fund of New England.

Carol: has written grants, will look at these 2 small ones and maybe do the application work.

Meeting times and places: Same time same place next; at the NL Library after that.

Committee reports:

Newsletter: Ellen - in process with the committee.

Loan stuff: Ed - documents will be on the desk of Ned Hammond (City of NL) Thursday.

Sile offered 2 years of Willi financial statements and a loan prospectus.

Allen: if we sell organic and local beers we will need a liquor license.

Floor Plan: Ed - PJ Hoffman is away until next Monday; make your comments and wishes known before then - Ed, Jae and PJ will have a conference call, then PJ will make a next draft, which we will comment on again, then a final plan.

Laura: we should get comment on the floor plan from Richard Krasner.

Ed: he has seen it, hasn't responded yet, will put a bug in his ear.

Jae: floor plan, eating tables, shopping carts, many issues.

Laura: self-serve deli lost money at Puritan& Genesta when she worked there.

Sheila: table location takes advantage of front-window view; deli brings people in even if it doesn't make money, food could be made by an outside vendor.

Discussion of shopping carts, storage of cases, kids' playspace.

Site-Facilities: Ken is calling for a work day August 4th, to paint the sheetrock partition wall and something else?, with email to the volunteer list and a not on the webpage.

Membership: Tabling effort needs volunteers, there are non right now; brochure needs to be updated.

Sile: wait to have a floor plan, accurate timeline, general manager and full Board before making a new expensive brochure.

Ed: make a cheap and brief one now.

Jae: a lot of damage was done by the Day article.

Sheila: Ac co-operative needs to be open and honest and have everything out in the light of day. The actions of the next month - a sign on the store, a full BoD, will do much to overcome the negative views.

Allen: Pat Daddona's next article should include the information that Take Back Fiddleheads is disbanding-and remerging with FH. This should heal some breaches.

Laura: FH and TBF might meet with the Day. Ed liked that idea.

Laura: Submitted her request to be on the BoD because of a lack of communication in the last board. Honesty will bring in members.

Ed: the lease on California Fruit began last August, when there was no floor plan, no general manager; this was not really good timing, despite the great qualities of the site.

Allen: due diligence was not done concerning the kind of landlord.

Ed; Charlie Facas is a lot more reasonable than he was lead to believe. The roof is new, and Ed has seen the paperwork concerning that, as well as other peoples' verification.

MOTION to adjourn by Ellen, seconded by Ed. 3-0-0

Submitted by Ellen Anthony, Secretary.