

Minutes  
Fiddleheads Natural Food Co-op Board of Directors  
CCi Inc., 190 Broad St. New London  
7:00 - 9:00 p.m., October, 2010

Call to order at 7:00

Directors Present: Carol Chaput, Ed DeMuzzio - Treasurer, Sheila Herbert, David Jensen, Allen Longendyke - Secretary, Mark Roberts, Ned Ruete, Richard Virgin - President.

Coop Members Present: Claire Anthony, Ellen Anthony.

Acceptance of Minutes - Ned and Mark motioned to accept the September meeting minutes. The motion passed unanimously.

Secretary's Report: Allen reported that Fiddleheads now has 1138 memberships,

Financial Report: Ed stated that sales have continued to be flat despite the Connecticut College and other students having returned to town. He noted that the transition to paying bills on line has been successful and hand written checks are being phased out.

President's Report: Dick stated the store is ready for the Fall Food Stroll. He is working on getting our Quickbooks program transferred to the model suggested by COCOFIST (Northeastern Cooperative Grocer's Association). This will also us to compare our data with national trend data. November 13 will be the opening of the Fall-Winter market celebration. There will be day long live music, activities for kids, and a free pancake breakfast. Lisa Cygan is organizing the kid's activities and Sherry Stidfole is organizing the music. Dick also reported he attended the Vermont Cooperative Summit which dealt mainly start-up cooperatives. (Ned noted that Happy Employees are good Employees). Dick stated we were going to get two three door coolers, one for beer and one for cheese.

**Old Business:**

Ellen reported that the Plan B projected costs are about 4 million dollars to implement the full plan and 108,000 for the first year of the plan. The plan projects using 108,000

in first 3 to 6 months with a gross income of 86k a month (we current remain about 50K per month). Ed stated stated the Board never officially confirmed on going forward with the next phase of Plan B. He stated we need to get another loan from the Cooperative Fund and that was the most we could get. He does not agree with moving forward with Plan B as being unrealistic given the Cooperative's Financial state. In turn Ellen stated no real fund raising had been done despite ample opportunity, and that one of the key points of having a plan is to use it to set fundraising goals.

**New Business:**

Dick has been planning a Men of Fiddleheads calendar for fundraising and had lined up a photographer to shoot it, but it had not been discussed within the Board. Sheila had expressed reservations about the Cooperative being seen as wacky by those who stereotype in the community. Suzanne (via email) had expressed concern that we would need to get big New London names (Buscetto, Hewitt, etc) to be in it in order for it to really sell well. Allen had echoed both concerns and felt that a "farm to city" type calendar featuring local food producers and artisans and their products, perhaps along with recipes would be a better route to go. Mark Roberts felt the calendar was a great idea. The issue was tabled for further discussion in that it was agreed that the Board was not inclined to agree on it at this point and that the window of opportunity for this project was drawing shut.

Dick brought a proposal to hire two employees to coordinate opening and closing the store. Ed stated we can't afford them - we would have to take in an additional \$3,000 a month even to begin to hire employees. Mark suggested this be discussed at a planning meeting that was coming up.

The meeting adjourned at 9:00 p.m.



