

Minutes
Fiddleheads Natural Food Co-op Board of Directors
CCi Inc., 190 Broad St. New London
7:00 - 9:00 p.m., February 16, 2010

Call to order at 7:00

Directors Present: Richard Virgin - President, Ed DeMuzzio - Vice President/Treasurer, Allen Longendyke - Secretary, Ellen Anthony, Sheila Herbert, David Jensen , Suzanne Cattanach, Ned Ruete.

Coop Members Present: Cory Auger, Nancy Potter

As the minutes of the last meeting were not yet finished, there was no vote on accepting the minutes.

Member Comments: Cory explained his role as a intern w/Fiddleheads. He is currently attending Mitchell College and is involved in developing Urban Greens Co-op in Providence R.I. which is currently a buying coop but is transforming into a Cooperative Grocery Store.

Dave mentioned the request from Betty Stecher to have Fiddleheads Sunday hours.

Secretary's Report: "As of todays date we have approximately 1069 member households."

Nancy gave the **Financial Report** that indicates overall the store is keeping current with recent expenses but unresolved longer term debits continue to be an issue. Members wondered why we had expenses for advertising in Post Road Review and Yellow Pages. Dick mentioned he declined to advertise in each when they approached him. Ed indicated he gave the okay to do these advertisements. Allen suggested that all advertising requests go through one person, preferably Dick and not anyone else.

Ed reported that switching our credit card servicing company could save us up to \$160 a month. He handed out reports on comparisons for a variety of card types with our current vendor and two others. There was some discussion as to how much the actual

savings would be as the companies seem to make up for in one area for lower costs in others.

Old Business: Dick stated the Secretary of State office issues over the beer license appear to be resolved and the ball is back with the Liquor Commission. The rough winter weather appears to have helped our business as lots of snow and school closings have meant lots of Fiddleheads advertisements. The gamble to take the school closing advertising package paid off.

New Business: Ed wishes to move forward with getting the ceiling lighting up. Ellen wishes to put the whole thing on hold until we have a store plan from Plan B Associates. Sheila spoke in support of Ellen's position. Allen stated the back of the store is dark without much in lighting and does not show our produce to the best effect. Sheila said well thats true too. Dick suggested as a compromise we contact Chuck Bomley to discuss the issue before reaching a decision. Ellen said she would set this up.

Ellen stated we need to schedule the annual meeting and seek director candidates, She stated she is not going to return to the Board. She also stated that Andy Durr would be happy to run the elections, as he has for the past two years.

The meeting adjourned at 8:30.

