

Fiddleheads – Board of Director

Meeting Minutes

October 18, 2011

I. Call to order

Richard Virgin called to order the regular meeting of the Fiddleheads Board of Directors at **7:38PM** on **October 18, 2011** located at **190 Broad Street, New London, CT.**

II. Roll call

Jamie Lee took attendance. The following persons were present:

Richard (Dick) Virgin

Mark Roberts

Ned Ruete

Ed Demuzzio

Lisa Cygan

Susan Zimmerman

Members:

Ellen Anthony

Sheila Herbert

Donna Laughlin

The following were absent:

Suzanne Cattanach

Bill Hossack

Jim Stidfole

III. Approval of minutes from last meeting

September acceptance of minutes

Move: Ned Ruete / Second: Susan Zimmerman (All in favor: 3 / Abstained: 2 / Opposed: 0)

IV. Member Comments

Sheila: Distributed flyers for the Farmer's Market starting November 5th. Flyers to be distributed around town.

Sheila also commented that the press release is completed. In addition it was asked that the a 3rd register be programmed as anticipating a very busy day when the market starts. Ed said he will pursue whether it is programmable.

Question was asked about tea sampling and based on code; sampling of teas and foods is allowed.

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Ellen: Provided a dissertation on fund raising from the existing 1200 members of the coop. Although some volunteer their time, Ellen felt that others would be willing to donate funds instead of their time. These funds could be used to complete projects within the store.

Additional request for a general manager position be added to the store. Typically this salary would fall in the range of 40-50k annually. Comments: Would improve store image, staff morale, and perception.

V. Secretary's Report

- a) No Report

VI. Presidents Report

- a) New Equipment Status

- a. Since the purchase of equipment of coolers, shelving etc... from P&G, Dick cancelled the order for the new equipment.
 - i. Much work has gone into move and replacing coolers.
 - ii. It is expected that much of the equipment should be up and running next week so that food (e.g. produce can be moved into the new coolers)
 - iii. Wood shelving for the HABA area has started assembly
 - iv. Susan asked if we are where we need to be with the equipment needed for the store? Dick responded that we are where we need to be for now.
- b. Lacy Dunn has been hired for Closing Coordinator
- c. Façade Projects
 - i. Door and Awning projects with the city are moving forward
 - ii. City will be sending out for bid (depending upon costs will depend how much the city will cover – some funds may need to be covered by Fiddleheads)
- d. Upcoming meeting to discuss Food Policy for buyers
 - i. Ed mentioned that policy information is in the governance policy manual so any changes to policy should be check to see if updates to the manual are needed to keep documentation consistent.
 - ii. Mark Roberts will check the bylaws to see how a change to policy connects with the governance policy manual for updates.

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VII. Financial Report

- a) Ed Demuzzio provided handouts of numbers. Based on expenses (and the numbers are a high level guess of what we can expect monthly), that the sales to meet a 30% gross profit margin would need to be about 99k per month.
- b) Jamie asked what the best month was and based on the numbers for the year best months (and there were approximately two at this level) was 96k. Last month the sales were at 88K.
- c) Ed will be putting together a 2012 budget proposal when all the numbers are entered and finalized.

VIII. Old Business

1. Space utilization: two meetings have occurred for the proposal. More needs to be done before final proposals can be review and accepted.
2. Jamie will send out the last meeting minutes for the record

IX. New Business

1. Shopper Surveys (Dick)

a. Coming is a survey to shoppers to find out more of what they would like to see at the store

2. Executive session: 9:30PM – 10:15PM (Move: Susan Zimmerman / Second: Mark Roberts)
3. Motion made to hire two part time employees as floor staff. Each position would be based on 15 hours per week, three days a week from 3:00PM – 8:00PM (3:30PM – 8:30PM) at \$10 per hour. Move: Susan Zimmerman / Second: Ned Ruede (all in favor 5 / opposed 0)

Motion to hire a specialist in coop space utilization to look at the proposal plan to make recommendations regarding product placement, traffic flow, security, and making best use of retail space and layout of back-stock and office area as well. Move: Susan Zimmerman / Second: Ed Demuzzio (all in favor 5 / opposed 0)

X. Adjournment

Motion to adjourn the meeting at **10:25PM**

Minutes submitted by: Jamie Lee

Minutes approved by: The minutes were approved
(Jim – Moved/Ed – Second) All in favor (8) Opposed (0)