

## DRAFT MINUTES

FBFC Board of Directors Meeting 2-15-18

Meeting started at 5:30 pm pm and ended at 8:00 pm.

**Board members present:** Stephanie Swepson-Twitty (President), Josh Littlejohn (Vice President), Bob LeRoy (Treasurer) – via phone, Josh O’Conner (Secretary), Jennifer Heeder, Kelly Fain, Danielle Goldstein, Paul Gallimore, Adam Bowers, Veronica Sotolongo

**Board members absent:** Pauline Heyne

**Others present:** Bobby Sullivan, General Manager (GM); Jean Karpen, Board assistant; Owners – Maren Beam, Rusty Sivils

### Meeting Summary:

- Discussion of ways to attract & retain owners
- Authorized GM to explore options for selling & acquiring property
- Monitoring Reports reviewed – A Ends Policy, B1 Financial Condition
- Tutorial on use of Trello for Board communication.
- Executive Session

### Calendar Dates:

- April 21 – Truckload sale
- Annual Meeting – TBD – Clare will give additional date options to Danielle and Danielle will add dates to the Doodle poll. Board members should update their responses to the poll.

**Approve agenda:** Approved as presented. Later in the meeting, Membership discussion was moved to an earlier time to accommodate Board members who needed to leave early.

**Approve minutes of 1-18-18** approved as presented.

**Owner Comments:** none

### Membership: Ways to attract/retain owners.

- Last year we made 10% for everyone, not just owners, so working on livening up the deal for owners.
- Looking at pricing of local items – idea to price at a normal margin, then give owners a 5% discount.
- Idea – at Thanksgiving, provide “brown bag” lunches to children, senior centers, homeless, etc. – worker owners could pack up & distribute. Could build community among owners.
- Idea for springtime – have a group of owners wear co-op t-shirts while picking up trash downtown. Would like to see this idea and others be Board-driven.
- “Go Local” program is now for owners only.
- Emphasize owner perks - have a voice in governance, lower rent for MLC space, lower rates for co-op classes & seminars, special sales for owners, 5% off when you join or renew, 5% off on 5<sup>th</sup> of month, 20% discount on bulk orders, etc.
- Rusty reiterated his suggestion to set aside 1% of sales to be given to local nonprofits selected by a vote of owners. GM - This would have to be based on net income, not total sales. Voting could take place at the annual meeting.
- Survey other coops as to what they do to attract owners.
- Make ownership more participatory, not just about the deals.
- Monthly newsletter submission to focus on democracy in action.

- Signage that lists co-operative principles (like Knoxville co-op).
- Produce a visually beautiful flier with bullet points on tangible benefits of ownership – place at registers.
- Personal connection is missing – calling campaign from Board can make a big difference. Calling campaign to encourage owners to attend annual meeting, highlight recent achievements.

**Development Committee (DC):**

- The Board authorized the GM to explore options for selling the corner lot (60 Biltmore, currently used primarily for parking) and for purchasing property at 70 Market St.

**Monitoring Reports:** A Ends Policy and B1 Financial Condition were reviewed and deemed reasonable and acceptable. GM - Ends Policy is essentially a recap of FYI reports for the year. These are available to staff. Need to make a lot of that information available to owners at annual meeting – highlights of the year.

**Board Communication:** Josh O gave an overview of how to use Trello for Board communication.

**Executive Session was held to discuss personnel.**

**Next meeting will be March 15, 2018 at 5:30 pm.**

Jean Karpen, Board Assistant