SWARTHMORE CO-OP BOARD OF DIRECTORS

MINUTES OF MEETING

September 23,2013

The meeting, which was held in Swarthmore borough Hall, began at 7:00 PM.

Present were President, Bob Scott; Secretary, Pam Bartholomew, Treasurer Michael Markowicz, and Board members, Don Delson, Martyn Harding, , Helen Nadel, Andy Rosen, Carol Savery, Karen Shore, and General Manager, Marc BrownGold. Anthony Saufley, Co-op Art/Marketing Director, also attended.

The meeting began with acknowledgement that a commendation had been put in Kira’s file lauding her work on the development of the “Back to Basics” program.

Approval of Minutes

The minutes of the August 26, 2013 meeting were approved on a motion by Bob & seconded by Don.

General Manager’s Monthly Update

General Manager, Marc BrownGold, provided his monthly update to the Board. August sales showed a 6% bounce with the first 3 weeks of September also up 3% so far, a welcome relief to the disappointing July performance.

Part of the positive sales could be attributed to a rise in Catering. Marc talked about a meeting with the Scott Arboretum designed to develop a relationship between the two organizations. The Co-op catered the week long Plant Sale events.

The replacement of Lehigh Valley milk with MerryMead Farm milk is now complete. Marc talked about the pricing tactics of the neighboring stores, particularly their ability use milk as a lost leader. He also described how we are communicating this new brand to our customers through the use of signage at the dairy case, queue, as well as on our Blog and FaceBook.

Sales improved week to week as a result of the new Early Bird 5% Discount to members. Volume was up as well as member traffic during that time period, so it seems that customers are responding to the promotion.

 In order to gain compliance with policy B-3-11 (from last month’s meeting), Anthony Saufly, Co-op Art/Marketing Director, presented logo options that he felt would enhance the Co-op image and fit both the corporate identity and be suitable for social media. A new exterior sign is needed and this logo change will coincide with replacement of the old sign above the Co-op entrance. The old logo will be gradually phased out so that old signage and keytags don’t have to be replaced.

The new logo that Anthony proposed retained the red tomato as the focal point and brand identity of the Co-op, but eliminated the black oval which he described as being less “aggressive”.

Anthony also explained the recent introduction of the “pig artwork” as an effort to move the Co-op’s image away from a strictly produce market to one with meat and seafood which has become a particular strength of the Co-op. The pig is not intended to replace the Tomato as the Co-op logo.

A motion was made by Don and seconded by Michael that authorized Anthony to rework the tomato logo without the black oval and return with design recommendations at the October meeting. The Board approved this motion.

Finance Update

Michael confirmed the 6% rise in August sales (versus August 2012) as well as a 4% increase in customer count and basket size compared to the same period last year.

A 10 month cash flow analysis was done to determine the feasibility of repaying member loans scheduled for June 2014.

 $260k forecast cash on hand 6/14

 -190k member loans

 $70k balance

As a fallback in case we don’t reach $260k, the idea of deferring about $100k in loans until 2015 was raised. This could be accomplished by identifying a few individuals whose loans totaled $100k. They would be personally contacted by a Board member and asked if they would consider waiting another year before being repaid. This approach has been done before. Lisa Aaron agreed to get the documents from the last deferral request.

The search for the Business Manager has also been put on hold until April when we will be able to better judge our cash position. The soonest we could add a business manager would be July 2014 and the latest January 2015.

Marc commented that he finds new schedule of monthly Finance committee meetings very beneficial.

 GM Monitoring –B11 Succession

A motion was made by Don and seconded by Carol to accept the report . The Board approved the motion.

Co-op Premises Board Process Self Monitoring C-8: Governance Investment

Board Budget: If CBLD does not offer a reduced option (less than $5000), we will not use their consulting services next year, but keep $2500 for orientation of new board members.

The report was accepted by the Board on a motion by Carol and a second by Andy.

Lisa Aaron reminded us that the “Last Revised” date on the monitoring reports refers to actual policy revisions not annual changes in the GM or Board reports.

Long Range Plan

Expansion was the only committee which had completed its narrative. Other groups will complete their chapters for the next meeting. They will be handed over to Marc to incorporate into his strategic plan.

Education committee

Helen reported that she made a presentation the “Sunday Suppers” program at the Swarthmore Senior Center. She also described plans for a hands-on demonstration cooking class with chef Tim Smith of Station Taproom.

Review of Action Items

* Post the Business Manager position in April 2014-Marc
* Lisa will forward the paperwork from the last loan deferral request to Bob who will revise it for our current use
* Bob will ask CBLD for a reduced rate for their services next year.
* All committees will prepare their final drafts of the Strategic Plan for next month’s meeting

 Adjournment

The meeting was adjourned at 8:50 PM. An Executive Session followed .

 Next Meeting

The next regular meeting will be held on Monday, October 28 at 7pm in the community Room of the Swarthmore Borough Hall.

Respectfully submitted,

Pam Bartholomew

Secretary

Documents for the Meeting

Co-op Board Agenda 9/23/2013

GM Report- August 2013

Marketing Report

August Membership Report

Co-op August 2013 Balance Sheet

Co-op August 2013 P&L

GM Monitoring Report B11