

# FINAL Board Meeting Minutes - December 19, 2018



Sofia Jouravel · Last updated Feb 13, 2019

**Vision: A better food community - local, sustainable, connected.**

Location: Lakeview Pantry

Time: 7:00-9:00pm

Minutes: Ankit

Present: Board Members: Grant, Lee, Sofia, Ankit, Kristin, JM, Patricia, Joel, Greg, Dana, and Dan; and Doug Sandberg (Site)

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- Board Elections were recently completed, with the following officers voted into positions:
  - President: Grant Kessler
  - Vice President: Lee Herman
  - Treasurer: Ankit Mehta
  - Secretary: Anthony Todd
- Note that November board meeting was cancelled due to Holiday and upcoming Board retreat.
- Grant thanked all Board Members for attending with attention the Board planning and retreat with CDS consulting group.
- Notice of thanks to unsung hero, JM, handling the incoming general email alias. A variety of questions are fielded from owners, non-owners and community members.
- Completed Ice Breaker: Fill in the blank, it's a Christmas miracle that \_\_\_\_\_.
- Noted that the latest newsletter had a significant amount of accomplishments to celebrate for 2018.
- Board voted on consent agenda - all were in favor. Approval of October minutes were included in vote.
- Schematic Design Review (Doug, Dan, Greg)
  - Scheme 11.a. was reviewed - it is a continual draft and will be updated. This has been first walk through as Board on schematic design.
  - Note: a large visual schematic was used to illustrate the design.
  - Presentation occurred on location of various aspects of store: location of coffee shop, produce, bulk goods, natural lighting, kitchen, deli, cheese, seafood, meats, dairy, checkouts, receiving, offices, toilets, storage, backroom, break-room, hot/cold serving areas, wine/beer, vestibules, wellness.

- Compromises were noted: retail vs. back of house square footage was difficult to manage (current schematic has 7k sq foot in retail space).
- Questions and discussion ensued on a variety of topics, including the basement, coolers, basement usage, lines for checkout, bathroom and genders, office spaces, IT space, trucking space, moving inventory into store, receiving, community space, coffee window, information station, ability to change doors, produce being near windows, height of shelves
- Dan to post schematic to Basecamp for further review
- Next step is to take all Board feedback on design and work with site team to incorporate
- Architect discussion (Doug, Dan, Greg)
  - Down to final stages of new architecture firm selection process
  - Discussion ensued on the pros/cons of various firms that have been interviewed, including in dimensions such as sustainability, design, pricing, proposals
  - Board provided a temperature check and POV on architect selection, including notes on cost differential, balance internal talent with external talent, combined effort of multiple firms, does it fit budget, flexibility, working well with others
- Oz Principle / Accountability Discussion (Dana)
  - Opportunity to improve accountability as board
  - Discussed definition and framing accountability within the Oz Principle philosophies
  - Discussed differences between "typical" accountability and "Oz" accountability
  - Reviewed best practices for See It, Own it, Solve it, Do it
  - Dana to post notes reviewed during meeting
- Marketing Updates
  - New marketing plan will be more aggressive and focus on opening date, advertising, looking outside the immediate community and more (Joel).
- OLC Updates
  - OLC wrapped campaign at over \$300k. Next iteration will be a more focused "targeted" OLC campaign, with more in-person meetings.