

**Meeting of the
Board of Directors
of the
Kennett Square Food Co-op**

January 14th, 2019
7:15 pm @ The Market at Liberty Place
148 West State Street Kennett Square, PA 19348

Minutes

Roll Call

Directors Present: Britton Mendenhall (Chair), Kevin Booth, Josh Fitzgerald, Maureen O'Shea, Meggie Shaeffer, Lee Sausen

Absent: None

Quorum Present?: Yes

Also in Attendance: Doug Doerfler, Marie Pierce, Brett Dolente, Susan Wilson, Joe Varano

Proceedings

Opening

- Meeting was called to order with Britton Mendenhall as chair and roll was called. All directors were present.
- Announcements:
 - No announcements
- The Chair asked for additions to the agenda and three suggestions were made:
 - Discussion on Philadelphia Area Cooperative Alliance (PACA)
 - Discussion on Marketing
 - Discussion on Events
 - The chair accepted all items for addition on the agenda.
- The minutes from the meeting of December 11th 2018 (BoD Document No. 30) were approved unanimously.

Scheduled Business

- President's Report
 - The president wanted to provide a 'pep talk' for the board in the form of a recap of the accomplishments of 2018. To continue the success into the coming year, the president encouraged all Board members to recommit themselves to the project, particularly in the form of time. Setting goals on a weekly and/or monthly basis to have meetings, complete the work that needs to be done and plan

outreach or events is important. “The train has officially left the station Let’s drive this train.”

- Treasurer’s Report
 - The treasurer presented the monthly summary of the Co-op’s accounts, balance sheet and profit and loss statements. The Co-op currently has 24 member owners.

Committee Reports

Policy and Business Committee has not yet had a meeting. A meeting is scheduled for Wednesday January 16th at Bayard Taylor Library.

Unfinished Business

None

New Business

- Discussion of Business Plan and Feasibility Study:
 - The Co-op currently has proposals for a market study from 3 consulting firms: GtoG, Dakota Worldwide, and 4ward Planning. For easy comparison, a chart will be made of the services that are being offered by each firm, the time frame for the work defined and costs. The Board does not plan to move forward with a market study immediately, until our initial internal feasibility study (IFS) has been completed.
 - The IFS needs data for estimating the probable monthly income of the co-op and the start-up budget. Income estimates will be based on publicly available data, primarily from the census. The start-up budget will require information from sources more closely linked to the food industry. The Board will use the contacts with General Managers of nearby Co-ops and local businesses/experts to develop estimates for this budget. An earnest effort to collect the questions to be answered will be made this week and answers will be solicited starting on Monday the 21st.
 - Additional discussion focused on the benefits of joining professional organizations like the Chamber of Commerce.
- Discussion on Philadelphia Area Cooperative Alliance (PACA):
 - PACA is a Co-op of Co-ops. Some of PACA’s recent work has been supporting Kensington Food Co-op to open and to re-brand West Chester Food Co-op in their development stages. PACA offers support coordinating with other area Co-ops; Board/Leadership training; business workshops; experience and networks with lenders.
 - Our Board members were put in touch with Peter Frank, Director of Finance and Development, by Kate Strathmann of Wanderwell, a Philadelphia market consulting firm.

- To take advantage of the network that PACA provides and support other area coops, membership is required. The annual fee for startup Co-ops is \$250.
- **B.M. moved to amend the budget to include a line of \$500 for Professional and Membership Dues; M.O. seconded; brief discussion on the merits of belonging to professional organizations followed; the motion passed unanimously.**
- Discussion of Marketing Plans
 - An open discussion on our marketing strategy took place. The theme of this phase of marketing is 'Inoculate the Town' - meant to bring spores, spreading, getting as many places as possible to mind.
 - Along with potential marketing materials (posters, postcards, coasters, etc.) the marketing and contact strategy for new and potential members was discussed. It was expressed that frequent contact with individuals who have recently signed up for ownership is necessary to keep them interested and motivated.
 - All potential marketing materials will be considered after price per unit is determined and an estimate of impact is made.
- Discussion of Upcoming Events
 - A list of upcoming events that the Co-op would like to be present at was discussed including events that were attended last year and new events for 2019. Events will be published through the website and Facebook when they have been confirmed.

Commitments Review

- B.M. will design a promotional poster featuring the 'Inoculate the Town' theme; contact organizers for upcoming events including Winter Fest.
- M.O. will compile a comparison of proposals from market consultants; coordinate follow-up communications with new members with K.B.
- K.B. will continue work on Feasibility Study; coordinate follow-up communications with new members with M.O.; contact organizers for upcoming events including Cinco de Mayo.
- L.S. will continue work on Feasibility Study and Business Plan; solicit questions relevant to making reasonable estimates for these documents.
- M.S. will begin coordinating outreach events including guest bartending.
- J.F. will price promotional materials including drink coasters.
- S.W. will inquire about how KSFC can be included in Kennett Consolidate's 'Bottom of the Book Bag' message system.
- Items that were discussed but no specific responsibility was taken: Healthy Kids Day (April); Join PACA.

Adjournment

- The meeting was adjourned.

- The Board of Directors will reconvene on February 11th, 2019 at 7:15 PM at the Market at Liberty Place in Kennett Square, PA.