

Oshkosh Food Co-op Board Meeting

Date:05/18/22

Tme: 6:30 pm

Location: Hybrid

Minutes Recorded by: Molly

Board Member Attendance		Member, Staff & Guest Attendance
Brenda Haines x	Warren Bergman x	Staff: Kaye Kirsch, JD Gildemeister
Molly Smiltneek x	Susan Vette x	Members: Jessica King, Andrew Smith
Melissa Weyland	Jay Stoflet	Guests:
Belynda Pinkston x	Heidi Supple x	
Vacant	Heather Seraphine (Adjunct) x	

Topic	Facilitated by	Discussion	Actions
Call Meeting To Order	Brenda	Brenda called the meeting to order at 6:36.	
Member Comments	All	<p>Member Comments <i>Note: Due to the risks associated with in-person gatherings, we are meeting virtually. If you would like to submit member comments, please do so in writing and email to oshkoshfoodcoop@gmail.com</i></p> <p>Jessica King participated in a listening session with the White House on Hunger, Nutrition and Wellness. Will have an in-person conference in Sept, but are doing listening sessions now. Midwest listening session is June 3 from noon to 2. White House also is creating toolkits for groups that want to participate to hold something locally to develop a message around food insecurity, health, wellness. Conference organized around 5 pillars, committing to people with lived experiences and also voices of other stakeholders. 5 pillars are mostly applicable to the Co-op.</p>	

THE FUTURE IS LOCAL. The Oshkosh Food Co-op's mission is to promote the health and vitality of our community through collectively owning a grocery store to meet our diverse needs. Our co-op emphasizes local and organic suppliers to grow a place of holistic well-being.

Oshkosh Food Co-op | P. O. Box 722 | Oshkosh, WI 54901 | www.oshkoshfoodcoop.com | oshkoshfoodcoop@gmail.com

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Consent Agenda	All	Consent Agenda <ul style="list-style-type: none">■ Board of Directors Meeting Minutes – May 4, 2022■ Weekly Store Report – May 1-7, 2022■ Weekly Store Report – May 8-15, 2022■ Finance Committee Meeting Minutes – May 17, 2022■ Membership Recruitment & Communications Committee Meeting Minutes – May 16, 2022■ Food Justice Team Meeting Minutes – May 11, 2022■ Ratification of Electronic Vote on Bank Signatories■ Ratification of Electronic Vote on Payment of Firebrand Invoice for Store Reset <p>Warren moves to approve the consent agenda. Belynda seconds. Motion passes.</p>	
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GM Reporting	JD	GM Reporting The Board may move into closed session for the purpose of discussing competitive strategy, personnel issues, contract negotiations or other issues requiring confidentiality. Discussion <ul style="list-style-type: none">• Verbal Report on Store Operations<ul style="list-style-type: none">◦ Focus on learning job and getting to know staff◦ WSR went out - JD did it◦ Working with all dept heads to see where they are in training and development.◦ We do have used equipment so may have some maintenance issues◦ JD is attending Up and Coming, Brenda and Kaye are both presenting• GO-EDC Board Meeting Presentation Update<ul style="list-style-type: none">◦ Gave tour to GO-EDC board and then got to show off the Community Room.◦ Had a Q&A, heavy on marketing.◦ Asked them to help us move our work forward.	
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		<ul style="list-style-type: none">○ Questions on Price Sensitivity<ul style="list-style-type: none">■ Reset and product placement were emphasized○ Think about Business to Business opportunities, value of a small footprint and inviting all service clubs and non-profit boards to meet at the Co-op.	
Finance		<p>Discussion</p> <p>Recommendations</p> <ul style="list-style-type: none">■ April 2022 Financial Statements<ul style="list-style-type: none">○ Loss was less than budgeted; Committee wants to give big call out to Firebrand for work done to get the budget created and get us on track.○ Next inventory is July 3.○ 4/4/5 is still a discussion point. We are not mandated to do so with NCG<ul style="list-style-type: none">■ Benchmarking data is most important - could convert to 4/4/5 for Cometrics■ Forcing everything else into 4/4/5 format causes delays, has to be translated into monthly data. Regular monthly reporting is more accessible	

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		<p>utilizing QuickBooks. Projections and the pro forma became more complicated translating it into 4/4/5 v. monthly.</p> <ul style="list-style-type: none">■ 4/4/5 makes it difficult to see trends live and see true numbers in the moment. Better to be able to fix it in the moment in■ Example: running a live P&L, can put info into QuickBooks and see trends and immediately work to mitigate loss.■ Molly moves to modify the board recommendation for Bylaws amendment and eliminate changes to the Fiscal year and instead maintain the language as "The fiscal year of this Cooperative shall commence on the first day of January." Susy seconds. Motion passes.<ul style="list-style-type: none">○ Need to get messaging of needing sales out <p>Molly moves to approve April Financial Statements; Heidi seconds. Motion passes.</p>	
Governance	Molly	Discussion	

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		<ul style="list-style-type: none">■ Discussion<ul style="list-style-type: none">○ Annual Meeting Preparations<ul style="list-style-type: none">■ Give member-owners the nudge to attend. This is important.■ What questions should we be prepared for?<ul style="list-style-type: none">● How did we get to this point that we don't want to be at?<ul style="list-style-type: none">○ Startups are challenging. You prove your worth by your ability to innovate and improve. Got somethings wrong in the beginning. Have improved that. Have worked hard to rectify. Can focus on the past and tell you what we've learned but more important to focus on the future and where we're going together● Affordability/Price Perception<ul style="list-style-type: none">○ How many people are using EBT○ First step, getting certified to accept SNAP and EBT. Second step to reset the store to more easily find affordable product. Third step is launch of Food for All. Take the journey with us to be able to get there.○ Two of the census tracts part of the food desert are outperforming; two others are not.	
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		<ul style="list-style-type: none">• Think about this as vision forward: need call to action for what to do. How will they perceive “fight” v. “goal” or shoot to the moon. Optimism v. struggle. Membership may not have the same understanding of this “struggle”. Stay in the positive call to action. This is our next set of our goals. Walk before run; time to get shoes tied and start running.<ul style="list-style-type: none">◦ We need people to shop. That has to be the call to action.• 4th way to help: promote us to friends, colleagues, associates.• Are we too far gone?• Give ourselves credit for acting quickly, making changes needed right away. Brought in people we need, made hard decisions we need to make.• What if we don’t hit these sales numbers?• The reality is your actions do matter and really do make a difference. NO co-op will be successful without engaged members. Without margin there is no mission• 1800 members; share how many have not shopped. Be blunt. Ask people why they aren’t shopping.	
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		<ul style="list-style-type: none">○ Consider including these facts: Here's why we think this is achievable. Today:<ul style="list-style-type: none">■ 9% of our member-owners shop the store weekly or bi-weekly■ 21% of our member-owners shop the store monthly■ 70% of our member-owners shop the store less than monthly● 1 10th of total sales are local. That matters. You believe in that.● 1st paragraph: does it do enough to evoke sense of urgency? Need to convey how important action from our member owners is.● Field of Dreams: we've built it now we need you to come.	
Membership Recruitment and Communications	Jay and Brenda	Discussion <ul style="list-style-type: none">● Member-owner Communications<ul style="list-style-type: none">○ Food for All will launch week after Annual Meeting	

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Grants & Sponsorship		<p>Discussion</p> <ul style="list-style-type: none">• ARPA Grant Application<ul style="list-style-type: none">◦ We qualify under “Respond to the far-reaching public health and negative economic impacts of the pandemic, by supporting the health of communities, and helping households, small businesses, impacted industries, nonprofits, and the public sector recover from economic impacts”◦ Asking for amount to pay off Community Loan from GO-EDC.◦ COVID had an impact on the store; strong sales after opening then delta and omicron hit and we pulled back. For a fledgling, event driven project, that is devastating.◦ Fell in crevasse of other public support. Had impact of covid with none of the supports that existed elsewhere.◦ Loan funded many start-up infrastructure costs as well as consultants, etc.◦ Plan to submit early next week.	
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Food Justice Team		<p>Discussion</p> <ul style="list-style-type: none">• Sponsorship of road trips to other food co-ops• D/E/I training – next steps	
Executive Team		<p>Discussion</p> <ul style="list-style-type: none">• Community Room Launch	
Adjourn		Meeting adjourned at 9:27.	

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