

**Rising Tide Board
Meeting Minutes
Wednesday, September 9, 2015
5:30pm Rising Tide Upstairs FARMS Kitchen**

Mary Ellen Barnes called the meeting to order at 5:35 p.m. In attendance were Mary Ellen Barnes (president), Jon Weislogel (vice president), Amy Leshure (treasurer), and Dana Wilson (secretary). Staff in attendance were Michael Walter and Dwight Chamberlain.

The board voted to approve the August 12, 2015 Board Meeting Minutes. Jon Wieslogel made a motion. Sarah seconded. All approved.

Michael updated the board with a store report. Year to date sales through 8/31 are just over \$4 million, up 7.14% over last year. We are aiming for \$6 million. He announced plans to launch a "Co-op Basics" program. At their last management team meeting, they brainstormed home staples and made plans to market Co-op Basics products to "fill your pantry". This is part of a pilot program by NCG to better reach underrepresented people in the region with good nutrition at more accessible prices. The team is trying to roll it out responsibly and carefully.

The marketing team is starting a raffle weekly, giving away freebies and engaging followers on Facebook. Coop for Community Day in September is the animal shelter. They will also be featuring the Common Ground Fair at the store and maintain visibility during Pumpkinfest.

In Personnel matters, Michael announced he will be hiring an HR coordinator in order to establish consistency in job postings, interview processes, orientation, and staff reviews. He is planning to announce the new Coordinator soon. He is searching for a board reporter. He also noted that Good Tern in Rockland hired a new GM and that the Rising Tide produce manager resigned today. Leslie, assistant Produce Manager, is stepping up. He will be hiring to fill the vacancy.

Michael reported on the recent theft at Yellowfront across the street and security matters including shoplifting training. Staff are excited and empowered. Mary Ellen asked about establishing protocols for when a suspected shoplifter will be engaged. Jon asked if there's a way to tell improvement. Dwight says no news is good news and added that the new cameras capture 30 days of video.

Two more coolers went down. Dwight said this is the third one this year that's failed and there is no predicting when it's going to fail. A dishwasher and walk-in cooler have failed this year, too. He noted a theory that it may have been a power surge due to heat outside? Michael announced plans to draw up a schedule of rotating maintenance for the store's capital expenditures.

In his B3 Asset Protection report, item 5 (conflicts of interest), Michael asked the Board to define conflict of interest and there was discussion to clarify that. He also reported on B7 Communication to the Board. Sarah made a motion to approve. Jon seconded. All voted in favor.

Jon verbally presented the C4 report and our compliance but noted that we could use a little work in getting reports out a week before meetings. Jon said he will distribute the written C4 report after the meeting. Board will vote to approve via email.

Mary Ellen presented the C7 board committee principles report and our compliance. Sarah made a motion to approve. Amy seconded. All voted in favor.

Treasurer's report was given by Amy. Amy, Candy, and Michael discussed the budgeting process. Dana noted we're ahead of 5% estimated growth. Amy noted five-figure growth in deli and meats. Michael said while center store is close to maximized, we can still grow and perfect the perimeter. Next finance committee meeting, Michael will present the sizeable estimate for the parking lot repair. Finance Committee meetings are the first Tuesday of the month at 8:30am in the breakroom. All are invited.

In New Business, we did a 2015-2016 Calendar Review, looking ahead to this fall and next year's tasks, reports, etc. Mary Ellen assigned Governance investment to Amy and discussed what "external assessment of financials" is on the board calendar. Mary Ellen will ask Catherine.

Mary Ellen said in October we can assess the Nominating Committee. Jon, Jessie, and Peter will have a conversation to prepare for a committee update at next board meeting.

Mary Ellen will plan to have a draft of the 2016 calendar by the Strategic Planning Meeting, November 7 from 8-11am. It'll be officially presented at the November board meeting.

Strategic planning meeting agenda ideas were discussed. Sarah said it's the responsibility of the GM to work with the board president on the agenda. It isn't the board's job to tell Michael where the store's going. It should really be driven by Michael, his management team, and where they see opportunity to go. He is not expected to come to the meeting with a plan. At a management team meeting between now and November, the GM should brainstorm the next three years, their vision, and the store's growth potential. Amy suggested goals for 6 months, 1 year, 2 years, and 3 years. Sarah noted it's the first time since she's been on the board that strategic planning has been discussed. She suggested that any board members with ideas should give them to Mary Ellen.

Mary Ellen updated the board on the latest plans for the 2016 Annual Meeting and hosting it at the store. Michael reported on his past experiences. Elya researched Belfast Coop's events.

Their annual meeting was at the Shriner's club with music and beer and wine. Separately, they run a membership appreciation day at the store in the fall. It's a party in the parking lot. Michael wants to do both, with local vendors in fall 2016. He said his marketing team is prepared to better promote the annual meeting next spring.

Annual meeting will take place in 2016 during the evening instead of late afternoon. The board will establish a planning committee. Marketing staff will serve on the committee. Employee appreciation will be a feature. It will take place on the Saturday night, the weekend prior to Memorial Day weekend, from 5-8pm. Mary Ellen called for volunteers to help Jon plan. Jon will tell Candy to proceed with signing the contract for rental of the Darrows Barn.

Dwight reported on the end of month inventory. He extended his appreciation to the board for helping and making Rising Tide such a good place.

Michael and Dwight left. Executive session began at 6:58pm.

The next meeting will take place on October 14, 2015.

Respectfully submitted by Dana Wilson, Rising Tide Board Secretary.

The Board voted and approved these minutes on October 14, 2015.