

**Ozark Natural Foods
Board Meeting Minutes**
Wednesday December 17th, 2014
6:30 p.m.

Board Members Present: Joshua Youngblood, Hank Kaminsky,
Tuesday Eastlack, Colleen Pancake,
Ben Ozanne, Danielle Dotson

Board Members Absent: Todd Scarborough

Staff Members Present: Alysen Land, Jerry Huddleston

Facilitator: Kathleen Trotter

Consent Agenda

- (November 25, 2014 minutes)
- **Motion** to accept the consent agenda was **made, seconded and passed unanimously**

Floor Reports

President's Report:

- Continued discussions with CDS consultant Thane regarding ONF's strategic direction and approaches for the Board to give direction to management regarding the expansion space. She suggested contacting the board president of Florida cooperative New Leaf Market about their expansion project.
- Potentially President Youngblood could visit her in Florida during his upcoming vacation to visit the area where he had previously served on the board of New Leaf Market.
- Thanked board participants for the very successful recent Owner Forum on Dec 6-7 that excited owners and instigated some great conversations regarding expansion.
- The importance of END's and how a co-op can impact a community was highlighted by the several new grocers opening in Fayetteville including a Walmart Neighborhood Market and a Natural Grocer.

GM Report:

- Thanksgiving week generated \$60,000 in sales including \$5,000 on Thanksgiving Day during the 9-1pm limited holiday hours. Customers expressed appreciation for the store hours during the holiday.
- Interviewing architects for the Expansion Space and addressing the soft spot in the flooring with an engineer.
- Jerry Huddleston as an integral part of the management team is important to the smooth running of the store who maintains records of all sorts and compiles the monthly monitoring reports that the board reviews.

Reporting and Board Decisions

ENDS Review:

- Jerry Huddleston presented the report and answered questions from the Board.
- Report and attachments were sent and reviewed prior to meeting.

- Quoted former Finance manager, “You meet what you measure, and, a goal without a plan is a wish”
- Asked board to provide communication early in the year for any changes to the parameters to the report such as target area.
- Alysen stated that an owner with expertise in demographics has volunteered to assist establishing accurate demographic/geographic records of owners to note distribution of owners in area.
- **Motion** to accept the report was **made, seconded and passed unanimously.**

Owner Solutions Committee:

- Time is near to move toward goal setting time with the expansion space.
- Suggestion was made to delay owner survey until competition arrives in 2015
- Class planned for co-op in 2015 “Co-op Basics”
- Heather Artripe, who has presented healthful cooking demonstrations recently with local school districts and also on television, is also researching community room possibilities and information.

Strategic Directions Committee:

- The Dec 6-7 Owner Forum as presented in the vestibule was a great success with over 200+ owners coming through the doors and taking information as well as talking to the Board members.
- Ideas included an expanded deli, bulk, produce, and community space.
- The handouts included an email address for owners to send feedback, comments and ideas.

Perpetuation Committee:

- Next meeting set for January 21 at noon.

Discussions

Follow-up to Jeremy TenHaken Proposal:

- A childcare cooperative is a good idea, however ONF rather than branching out into childcare, is in a position to support other organizations interested in forming a cooperative themselves.

Board Policies

Board Policy D7 Vice Presidents role D8 Secretary Role:

- After reviewing and discussing the policies, there was consensus that current language was satisfactory.

Upcoming meeting dates

- January Board Meeting- January 27th, 2015

Meeting adjourned at 8:15 pm

Board moved into closed session to discuss bylaws

Owner Comments

Valerie addressed the Board regarding her concerns with the wheelchair accessibility to Evelyn Hills Shopping Center. She explained a ramp is needed and a sidewalk at the light/crosswalk for access to sidewalks once a person has crossed the crosswalk.