

**Ozark Natural Foods
Board Meeting Minutes
January 2025 Meeting
Tuesday January 28th, 2025
6:30 p.m.**

Board Members Present: Randy Wilburn, Danielle Hoffman, Denny Warren,
Megan Knutson, Nick Carson Kim Bryden,
Jacob Sheatsley, Joshua Youngblood
Cannon McNair (zoom)

Board Members Absent:

Staff Members Present : Dennis Hanley, Lisa Canote, Alicia Powell,
Anne Marie Holimon

Consent Agenda:

- **Motion** to approve November Board Meeting Minutes was **made, seconded, and carried 8 ayes, 1 abstained.**

Floor Reports

Co-Metrics:

- Tony Alongi joined the meeting to give an overview of Co-Metrics. Co-ops are required to share financial information with Co-metrics, so NCG members have visibility of the NCG co-ops across the country.
- Data is used to see how each co-op is performing.

ONF Marketing Update:

- Lisa presented a Marketing Update highlighting ONF's brand, strategy for driving sales, and community relations (book nook, community change, giving advisory board).

President's Report:

- Randy reported that he has reviewed the monthly report and is very proud of the financials and how far things have come in one year. He appreciates the staff and all the hard work that has gone to get the co-op to this point.

GM Report:

- Dennis presented the GM Monthly Dashboard for December 2024 with KPIs including sales, comp sales, net income, cash on hand, and other relevant markers. Dennis is also developing the culture of the co-op.

Reporting & Board Decisions-

B9 Sustainability

- Dennis reported on B9 Sustainability as part of the GM Monthly Dashboard.
- The Board reviewed the report prior to the board meeting and asked applicable questions.
- **Motion** to accept B9 Sustainability as presented by Dennis was **made, seconded and carried unanimously.**

Perpetuation Committee

- Perpetuation Committee met and completed Charter with minimal changes.
- Denny, Danielle and Randy are up for re-election this year, the committee will be reaching out to them in the near future.
- Discussed Onboarding training for new board members.

Outreach Committee

- Denny met with Dennis, Lisa and Heather to discuss the upcoming Farmer/Vendor Dinner scheduled for Sunday February 23rd at Mount Sequoyah.

- The committee completed and submitted charter for the coming year.

Policy Committee

- Policy Committee met and discussed an overall review of the policies and procedures.
- The committee submitted their charter for approval.

Committee Charter Approvals

- **Motion** to accept Perpetuation, Outreach, and Policy Committee Charters as submitted was **made, seconded and carried unanimously.**

Discussions

Board Compensation

- Due to expenses, there is no remaining funds for board compensation for 2024. Randy suggested revamping for 2025 to ensure the board receives compensation for their time.
- This will be discussed at a future meeting.

Columinate Contract Renewal

- Randy presented the 2025 Columinate Contract for approval. **Motion** to approve 2025 Columinate contract was **made, seconded and carried 8 ayes and 1 abstained.**

Policies for review/discussion:

- D7- Vice President’s Role
- D8- Secretary’s Role
- D9- Board Member Code of Conduct
- C4- Monitoring GM Performance

Upcoming meeting dates:

- February 25th, 2025- February Monthly Meeting

Meeting adjourned at: 8:42 p.m.

Member Comments:

2025 Ozark Natural Foods Operational Plan
Ten Points to Drive Sales and Profit

1. Culture	
Details: <ul style="list-style-type: none"> • Monthly All Hands Staff Meetings • Training and Development • Culture Club 	Timeline & Progress: <ul style="list-style-type: none"> • Learning League – in progress • The How-to-do Crew – in progress • Motivation Station – in progress
2. Lower Cost of Goods for Store	
Details: <ul style="list-style-type: none"> • Grocer Supply term agreement • AWG contract negotiations • New Floral Vendors • Sales to Purchase tool 	Timeline & Progress: <ul style="list-style-type: none"> • All details in progress
3. Produce, Floral Department Reset	
Details: <ul style="list-style-type: none"> • Minimum a theme a month 	Timeline & Progress: <ul style="list-style-type: none"> • Monthly
4. Deli, Kitchen Department Reset	

<p>Details:</p> <ul style="list-style-type: none"> • Menu pre-planned 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • Weekly
5. Meat, Seafood Department Reset	
<p>Details:</p> <ul style="list-style-type: none"> • Adding new product assortment 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • End of March 2025 – reset
6. Wellness Department Reset	
<p>Details:</p> <ul style="list-style-type: none"> • Adding new product assortment 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • End of March 2025
7. Center Store Reset	
<p>Details:</p> <ul style="list-style-type: none"> • Adding new product assortment 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • TBD
8. Customer Service	
<p>Details:</p> <ul style="list-style-type: none"> • Vibe increases energy in the store 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • 2025 staff survey will begin in February
9. Marketing and Advertising	
<p>Details:</p> <ul style="list-style-type: none"> • 72-hour sale • 2025 Marketing Plan • Produce weekend flash sales • Wellness, bulk foods, and taproom specials for members only 	<p>Timeline & Progress:</p> <ul style="list-style-type: none"> • All part of our Go-to Strategy
10. IT	
<p>Details:</p> <ul style="list-style-type: none"> • Assess, audit existing IT systems 	<p>Timeline</p> <ul style="list-style-type: none"> • New weekly sales, labor and double stack comps report • Upgrade from SAGE to QuickBooks Online (QBO) and upgrading chart of accounts, bill pay options

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Jacob Sheatsley, Joshua Youngblood
Cannon McNair

Board Members Absent:

Staff Members Present : Dennis Hanley, Lisa Canote, Alicia Powell,
Anne Marie Holimon

Consent Agenda:

- **Motion** to approve January Board Meeting Minutes was **made, seconded, and carried unanimously.**

Floor Reports

AFIC Arkansas Food Innovation Center:

- Daymara Baker presented upcoming initiatives within AFIC.
- The new facility will have a food kitchen for rent with 24/7 access. This will help small businesses, including food trucks and caterers. There are 8 cooking stations, 8 prep stations.
- Food processing capabilities are also available. This could potentially help get more products into ONF.
- AFIC can work on recipes with vendors and create products in-house including packaging and labeling.

Board Education: ONF DEI programs/initiatives.

- Anne-Marie Holiman presented ONFS's current initiatives including Culture Code training, staff survey, safety committee including proposed changes within the store, leadership classes and trainings, etc.

President's Report:

- Randy has been reviewing the Bylaws and board compensation, as well as planning guest speakers for the current year. Randy encouraged board members to reach out to one another and consider getting to know one another outside of board meetings.

GM Report & Monitoring Report

- Dennis presented the GM Monthly Dashboard for January 2025 with KPIs including sales, comp sales, net income, cash on hand, and other relevant markers. **Motion** to accept GM Monitoring Report which includes B1 Staff Relations, B2 Business Planning and Financial Budgeting and B3 Financial Conditions was **made, seconded and carried unanimously.**

Perpetuation Committee

- The Perpetuation Committee met to work on the Candidate packet, which will be launching soon.
- Danielle, Denny, and Randy are up for re-election this year.
- Briefly discussed AMM for things to consider this year including budget, location, etc. Would like board's feedback for ideas and feedback.

Outreach Committee

- Denny recapped the Vendor dinner from Sunday Feb 21st. There were over 160 attendees including vendors, employees, and board members.
- Committee members are reaching out to community partners to see how ONF can engage.
- April 26th 9-10am Trail Cleanup

Policy Committee

- Policy Committee met and discussed two topics including board stipend and the suggestion of a finance committee.
- The policy committee is exploring the possibility of creating a finance committee.

Discussions

Board Compensation Study Presentation

- Josh shared a recent survey and study of various co-ops and board compensation. In the food co-op world, boards should consider board compensation and determine criteria as such.
- There are many factors and questions to consider to determine appropriate board compensation.

Policies for review/discussion:

- D5- Board Monitoring (reviewed in advance)

Upcoming meeting dates:

- March 25th, 2025- February Monthly Meeting

Meeting adjourned at: 8:40 p.m.

Member Comments:

2025 Ozark Natural Foods Operational Plan
Ten Initiatives to Drive Top-Line Sales, Gross Margin, and Reduce Expense

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8. Customer Service	
Details: <ul style="list-style-type: none"> • Vibe increases energy in the store 	Timeline & Progress: <ul style="list-style-type: none"> • 2025 staff survey concluded – March 17, 2025
9. Marketing and Advertising	
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