

Ozark Natural Foods
November 2018 Minutes
Tuesday November 27th 2018
6:30 p.m.

Board Members Present: Joshua Youngblood,
Danielle Dotson, Connor Corley,
Ben Ozanne, Elizabeth Quinn, John Bailey

Board Members Absent: James Selvey

Staff Members Present: Mike Anzalone, GM
Pauline Thiesen, Fresh Foods Manager
Carrie Kent, Marketing Manager

Consent Agenda:

Motion to approve consent agenda made and seconded and approved unanimously.

Floor Reports

President's Report (Given by Ben Ozanne):

- Ben attended a city planning commission meeting. There was a lot of positive feedback about ONF's move. Modus presented preliminary designed strategy.

GM Report (Given by Mike Anzalone):

- Mike reported that he will be providing the board with a full expense breakdown for 380 N. College and that so far we've spent just over \$54,000. Asbestos remediation and demo will be occurring soon, hopefully by January. The city approved variance for three curb cuts.
- Dan Phillips is working on layout design. Mike went to Seattle to meet with him.
- Work is beginning on refrigeration plan. Cold space upgrade will make the store more shoppable and more efficient.
- Mike and Gary met with John Coleman of Entegriy Partners about a pace loan, which could potentially help create a large solar installment in the new building for which the the repayment would be about the cost of the energy savings.
- A legitimate offer for the purchase of this 1554 N. College has come in. Mike and Gary have discussed their counter offer and will meet with Sterling for further review.
- The co-op has seen an average 1% increase in sales over the past 12 weeks with some departments seeing 24%, 40%, even 100% sales growth. The store is seeing a resurgence in bread sales, beer and wine, the homestead, and prepared foods. Last year prepared foods made up 7% of total sales and now it's 19%. Specialty cheese is averaging about 100% sales growth. Basket counts are rising slowly and transactions are decreasing slowly.

Board Decisions

B9 Sustainability

- The Board received and reviewed the report prior to the meeting.
- Pauline presented the report to the board, and the board discussed the report and asked questions.
- **Motion** to accept B9 Sustainability as presented was **made, seconded, and passed 6/0.**

Approve Committee Charters

- The Board received and reviewed the charters prior to the meeting.
- Board discussed the changes to the committee charters.
- **Motion to accept the committee charters as presented was made, seconded, and passed 6/0.**

2019 Board Budget

- Mike discussed the board's 2018 budget. There are places to save in 2019 and suggested we could cut the budget by \$5,000.
- The board discussed what kind of reporting we should receive to make a decision about the 2019 budget.
- **Further discussion will take place in committee meetings, and the board will vote by email.**

Board Calendar Approval

- John presented the board calendar for 2019.
- The board discussed and made some revisions.
- **Motion to approve board calendar pending agreed upon amendments was made, seconded, and passed unanimously.**

Reports

Perpetuation Committee

- The annual CDS contract costs \$7,160 (includes monthly phone calls and consultations, training sessions library access.)
- Motion to approve the CDS contract for 2019/2019 made, seconded, and approved 6/0. Joshua abstained.

Owner Outreach Committee

- The annual CDS contract costs \$7,160 (includes monthly phone calls and consultations, training sessions library access.)
- Motion to approve the CDS contract for 2019/2019 made, seconded, and approved 6/0.

Policy Committee

- The board needs to approve the board calendar for 2019.
- Motion to approve the annual board calendar for 2019 pending agreed upon amendments was made, seconded, and approved 6/0.

Discussions

Board Education—Social Media & Marketing Strategy, Carrie Kent

- Carrie Kent discussed the creation of the social media manager position and shared the growth in Facebook and Instagram.
- The goal with Instagram is sharing the in-store experience and bring shoppers to the store. It's a visual platform and, so, the strategy is to highlight the beautiful food and the people behind the scenes. The giveaways are extremely successful. Products are hand-picked to showcase what's in the store.
- The goal for Facebook is to provide more tactical information and to share interesting and relevant content.
- Email campaigns are sent every Wednesday with the intention of bringing more people to the store. There are plans for more targeted emails to different groups of people.

- The strategy for communicating about the move to the public is to do most of the communications closer to the open date. The marketing team will be working to develop brand ambassadors to help build the hype.

Board Retreat Review

Better/best discussion about how to improve next time.

- Needs improvement—shorten the time, need to have a takeaway document to refer back to, better readings, better discussion about perpetuation.
- What worked—better understanding our role, having staff members present, why are we making the move exercise, talking about the new space in the new space.

Board Dinner Review

- Between 60–80 people attended the dinner. There was a good conversation about the move. Attendees presented interesting ideas and there was a good dialogue.
- Good ideas were captured. Owners present were excited about the move.
- The board decided to discuss how to improve at the owner outreach committee meeting. Mike suggested more structure—presentation and designated spokesperson.

Heartland Pharmacy

- The owner of Heartland Pharmacy approached Mike with a proposal to lease of the new space to their business.
- Mike told him that there are some concerns about partnering with a pharmacy, and the owner wants to talk to the board directly.
- The board agreed to allow him to present during the January meeting.

Preapproval for Sale

- Mike asked the board whether they need to approve the final details of the sale of 1554 N. College
- He expressed concern about board approval being a deterrent for some buyers and that it might make negotiations difficult.
- The board board discussed the issue decided Mike does not need board approval for the sale of the meeting.

Upcoming meeting dates

- January 22nd, 2019

Meeting adjourned at 8:43 pm

Owner Comments

Owner comments are a welcome line of communication between owners and the board. All owner comments are the personal views and opinions of the named owner and do not reflect the ownership as a whole. The board does not guarantee a response or rebuttal owner comments. The board takes all owner comments under advisement.

Sue Graham—expressed concerns about the move. She wants to hear strategy to educate community about why we eat the foods we eat. She thinks we need to address pricing concerns and she suggests more education and outreach.