

Deep Roots Market - Board of Directors

Meeting Minutes for June 26, 2017

Call to Order

A meeting of the Deep Roots Market Board of Directors was held at Deep Roots Market on Monday, June 26, 2017. The meeting commenced at 6:00pm.

An opening moment of silence was initiated by Yvonne Lee-Hawkins and observed by those in attendance.

Attendance

Board Members Present: Joel Landau, Hope McLean, Yvonne Lee-Hawkins, Stefan Hauke, Tracy Lamothe, Matt Potter, and Annah Awartani

Board Members Absent: Betsy Blake and Eliza Hudson

Others in Attendance: Nicole Villano – Interim General Manager, Tiffany Hargraves – Note Taker

Approval of Minutes

A motion to approve the minutes, with corrections, from the May 22, 2017 meeting was made by Stefan Hauke and seconded by Yvonne Lee-Hawkins. The motion passed unanimously.

Open Session

Agenda Item 3: Review “Action Items” from Last Meeting – Joel Landau

- Joel contacted the city regarding the lane closure message displayed on the electronic street sign.
- Joel contacted the suggested attorney to no avail. Tracy suggested another attorney and will forward the contact information to Joel.
- Nicole is still having trouble with the Fisher Park Neighborhood Listserv.
- The Survey Committee is still finalizing the owner engagement survey.
- Tracy contacted the owner committee volunteers and has received one response.
- Tracy, Betsy, and Nicole met on 5/31 to discuss fundraising/round-up program

details.

- Betsy and Matt are still in the process of contacting credit unions regarding business credit cards that do not require personal guarantors.

Agenda Item 4: Report from GM on Store Operations/Sales – Nicole Villano

- Going forward, all notes should be to Joel by the Wednesday before a board meeting so that members will have time to review prior to the meeting.
- The POS system (software and certain hardware components) will soon be obsolete and will need to be upgraded/replaced.
- UNFI ordering system has changed and we must upgrade scanners and software within one month.
- Tax refund check was received for overpayment of payroll taxes in 2015 due to change in payroll company.
- Insurance claim will be filed in an attempt to recoup losses from construction project.
- New owner brochure is still in the works.
- Cash Mob and Summer Solstice events were successful – many brochures and coupons were handed out.
- Kathie Gentry (Ownership Coordinator) is working on providing a monthly new and resigned owners report.

Agenda Item 6: Owner Committee Sign-Ups – What Next? – Joel Landau

- This item will be readdressed at the next board meeting.

Agenda Item 5: Finalize Customer Survey and What Do We Do Next? – Stefan Hauke

- Discussion over finalizing survey questions, cutting the fat, defining the purpose, and how/where to distribute.
- Survey will be administered online.
- Coupon will be generated once survey is complete – participants must answer all questions.
- Survey Committee will finalize the survey this week.

Agenda Item 9: Marketing Overview – Joel Landau

- Discussion over establishing core values, rebranding, and regaining customer's trust.
- Discussion over grand reopening event – not finalized.

Agenda Items 7 & 8: Review Fundraising Options – Tracy Lamothe and Nicole Villano

- Discussion over details of Round-Up Program and Low Income Program.
- A vote was cast that the low income program should be a yearly renewable membership available for \$15/year pending review. The vote was unanimous with Yvonne Lee-Hawkins standing aside from her vote.
- The low income discount will be subsidized by the proceeds collected from the round-up program.
- The round-up program will be launched first to collect funds for several months before the low income program is launched.
- A motion to implement the round-up program to subsidize the low income program was made by Matt Potter and seconded by Tracy Lamothe. The motion passed unanimously.

The board entered executive session at 9:10pm

Executive Session

Agenda Item 10: Approve GM Job Description – Joel Landau

Agenda Item 11: Review “Action Items” List for this Meeting – Joel Landau

Agenda Item 12: IGM Status/GM Search – Discussion and Next Steps – Joel Landau

Adjournment

This meeting of the Deep Roots Market Board of Directors adjourned at 9:35pm.