



Board of Directors Meeting Minutes

Tuesday, November 10, 2020 (5:00pm - 8:00pm ET)
Virtual Conference call via RingCentral

Minutes unanimously approved by all members present at the meeting via email on November 23, 2020

Board Members in Attendance: CE Pugh, Dave Blackburn, Rosemary Mahoney, Erik Davis, Nancy Muller, Amber Hall, Kip Ritchey

Board Members Absent: Zoila Rivera, Talethia Edwards

Others in Attendance: Mark Regni (CEO), Benjamin Goldberg (CFO), Dawn Rowney (Board Admin)

Members in Attendance: Svetlana Pevnitskaya

The Meeting was called to order at 5:03pm ET

Agenda Review – There were no changes to the agenda. The August 11, 2020 meeting minutes were unanimously approved via email.

Open Member Time/ Member Questions

The Board reviewed and discussed questions and feedback from 3 members received prior to the meeting.

Board Resolution to Appoint Two New Board Members

Amber Hall and David 'Kip' Ritchey were welcomed to the board with unanimous approval of their appointments.

CEO Reporting

Mark Regni provided the Board with a monthly update report, as well as quarter and year-to-date financial reports, and an update on the remodel.

CEO Monitoring Reports

B2 Plan & Budget

The board expressed appreciation for the thought and detail management has put into the plan. It should be noted that "biannual" review means twice a year, not to be confused with "biennial" meaning every two years.

Draft 2021 Plan & Budget

After discussion, the Board accepted this draft with the following revisions:

Interpretation – the community CCM serves and the retail store –

- "200 miles" for vendors may be specified as the USDA standard for "local."

- “Retail goods” seems too broad, include “grocery” or “food”

Executive Summary –

- Priority 1 - “Same store” changed to “each store”
- Priority 2 - “Evaluate” changed to “Improve”
- Priority 5 - Present local community advocate partnerships and State/Federal programs as two separate priorities; clarify “local advocates”; omit specific geographic locations, as local advocacy groups help all areas of Tallahassee.
- It was suggested that instead of alluding to future additional stores as part of the plan, to include them in the plan. Add language such as “CCM plans for additional stores by the end of 2022 is dependent on the Parkway location being profitable and sustainable.”
- Key Initiative 2 – “Evaluation” changed to “Improvement”
- Key Initiative 8 – “Garner” changed to “Deepen;” emphasize how development of staff leads to increased engagement, greater job fulfillment, and future promotions and raises.

Work Plan –

- 1.1 – Give more specifics about the CAT Customer Address and Transaction survey: it provides detailed analysis of the patronage area so that marketing can be better targeted and expanded;
- 1.5 – There seems to be a lot of focus on improving food accessibility to grow sales, but the plan needs to go deeper into addressing issues of equity and diversity. Food insecurity is a symptom of larger systemic problems
- 2 – “Evaluating” changed to “Improving;” CCM needs to engage with the community, listen and learn, as it is hard to know what the community needs without talking to the people within it. This will help management to determine what specific changes to make at the Co-op
- 2.3 – Reach out to community centers, farmer’s markets, and senior centers. Table events are great but showing up and handing things out is also an option. Host share nights
- 2.4 – Specify educational opportunities
- 2.6 – Tap into what is known about the community: consider public transportation reimbursement as an incentive for people to come in; churches and outreach missions have health fitness programs that the Co-op could align with; free senior breakfasts could be offered in conjunction with being on a shuttle route for a certain day
- 3 – Include info about more local opportunities for development, especially for middle management; TCC offers job and managerial training opportunities, so they could be a possible community partnership
- 4.2 – Be more specific about the focus of “local” and explain the set of strategies being used to improve community well-being through local product sourcing; provide quarterly reports to managers showing their local sales in dollars and as a percentage of their total sales; include how local product sourcing will help to build a stronger connection between the Co-op and the community

After extensive discussion, the board accepted the B2 Planning report with the condition that management consider revisions to the plan as described above.

Rosemary Mahoney moved to accept the report, with conditions. Nancy Muller seconded, passed unanimously

B1 Financial Conditions

After discussion, the Board accepted the report.

Dave Blackburn moved to accept this report. Nancy Muller seconded, passed unanimously

B7 BOD Communication

After discussion the Board accepted the report. It was noted that the policy table was very helpful, especially the comment section, and it was requested that this be added to every board packet.

Nancy Muller moved to accept this report. Erik Davis seconded, passed unanimously

New Business

CCM Donations Policy Draft

After discussion, the Board accepted the policy draft unanimously with the following conditions: The policy should be titled "Community Advocacy and Donations Policy;" the first bullet point should be removed; the last paragraph should be changed into a positive, reading "Donations may only be used to fund efforts or issues within a CCM community."

Board Policy Review

Policies Reviewed

CCM Board Nominating Committee Charter Draft

After discussion, the Board accepted the draft with the following condition: it should be noted in the charter that the elections committee will adhere to CCM's bylaws.

Nancy Muller moved to accept the draft, with conditions. Dave Blackburn seconded, passed unanimously

The CCM Board Nominating Committee will be selected after Board member terms are determined. In the interim, Dave Blackburn and Nancy Muller will serve as members of the Committee to determine the process of assigning terms to existing Board members.

Policy Review Moved to Next Meeting

C7 – Board Committee Principles

C8 – Governance Investment

Closing Thoughts

It was decided that screen-sharing should be implemented at the next meeting so that members can have a visual of what is being discussed. It was also decided that a 1-hour work session will be held in December to cover Policies C7 and C8, as well as to finalize Board member terms and establish the CCM Board Nominating Committee. The board felt that the meeting packet was comprehensive and that the meeting moved along smoothly while topics were discussed thoroughly.

The meeting adjourned at 7:59pm ET

Executive Session followed for Board members only