

Adopted Minutes
East End Food Co-op Board Meeting
Held Remotely via Zoom
August 16, 2021

In attendance:

Board Members: Sam Applefield, President; Ariel Barlow, Vice President; Eva Barinas; Jenise Brown; Tom Pandaleon

Management: Erin Myers, IT Manager

Member-Owners: Jerrelle Boston, Darlene, Douglas, Mia Sorada

Board Clerk: MaCall Scott

Absent: Maura Holliday, Charlie Orr, Trevor Ring, Marty Seltman, Laura Valentine

The East End Food Co-op exists to enhance physical and social health in our community.

To these ends, we will create:

1. A sustainable member-owned business open to everyone
2. An ethical and resilient food infrastructure
3. A vibrant, dynamic community of happy, healthy people
4. A creative vision to transform the future

Introduction

Sam called the meeting to order at 7:04 p.m. and read the Ends statement aloud.

Check-In

Those in attendance checked in to express how they were feeling and any needs they had.

Amend/Approve Agenda

Sam proposed adding a brief Executive Session to discuss the GM Evaluation.

Decision: Motion to approve the agenda as amended by Tom. Second by Eva.

Vote: 4.0.0

Amend/Approve July Meeting Minutes

The minutes were reviewed for accuracy and clarity; amendments will be reflected in the adopted minutes.

Decision: Motion from Jenise to accept July meeting minutes as amended. Second by Tom.

Vote: 4.0.0

Member-Owners Open Session

Jerrelle Boston introduced themselves and thanked the Board for holding a meeting despite world events. Mia Sorada introduced themselves as a recent transplant from San Francisco; they shared that EEFC is just as cool as Rainbow Co-op, and coming into our store felt like home. They asked how to go about requesting new products in the store; Erin responded that there are suggestion forms at the Customer Service desk that you can use or contact buyers directly via email to request products.

Ariel joined the meeting at 7:13 p.m.

GM Update

Maura provided the following update to Directors before the meeting:

This report is in addition to monthly monitoring reports. The expectation of this update is to give additional information to the Board of Directors that may not be included in the month's monitoring report. This report aligns with parts of sub-policy B7: Communication to the Board....' The General Manager shall not cause or allow the Board to be uninformed or unsupported in its work.'

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Membership:

Current total member owners: 15,199

New Member Owners: July – 52 net (13 refunds)

Total Member Equity: June - \$1,538,868

Register Round Up Total:

July Recipient – PASA Sustainable Agriculture - \$1,553.73

August Recipient - <https://www.braddockyouthproject.org/>

Operations Update:

- YTD sales growth for FY22, through 8/8/2021 = -2.1%
 - Sales have been slowly improving since the first week of the FY when we had our power outage.
- We are participating in a food drive in September in partnership with the food bank. The bin will be located at the front entrance.
- We have reduced our security guard hours to pre-pandemic levels as of the beginning of August. We are hiring a Front End Specialist who will work with the Front End in helping in many ways, one of which will help with any COVID-related mitigation efforts as needed.
- We are hosting All Staff meetings at the end of August. We will be discussing expansion updates and our staff satisfaction survey results so that we can make plans on how we can improve.
- We raised \$2,510 through the Pittsburgh Urban Farm Tour for the Urban Growers scholarship fund
- The work contracted with Inclusion is done at this point. The Board and GM will need to decide the next steps for the Board, and operations will be working with the Diversity & Inclusion Committee to assess where we want to go from here.
- Summer seedling sales are officially over, and we are starting to plan for the fall and winter holidays.
- Hot and salad bar sales are picking up, and we are hiring café positions to help regulate the workflow and get the products back in regular stock in the grab n' go case.
- The hardware at the checkout lanes is being upgraded this month. This was a planned equipment upgrade as the software will be out of date this fall. All the equipment will be able to move with us as we move further into relocation efforts.
- We have been discussing mask requirements with staff for the past week and a half and are planning on having a public announcement on our requirements by the end of this week. Since we had so little say in any mitigation efforts last year, we felt we deserved to have conversations with staff this time around, especially since we have such a high vaccination rate among staff (92%). We wanted to make the decision together.

Questions/Comments:

- Why is there 100% variance in cash on hand?
 - Response: It could have been that Maura didn't have that number available when doing the update.

GM Report: B4 – Member Rights and Responsibilities

Erin said there were no particular notes to share in Maura's absence. The Board went through the report page by page.

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Questions/Comments:

- What do we consider a member as it pertains to these statistics?
 - Response: regarding the percentage of sales to members, these numbers include low-income, senior, or receiving other benefits. It consists of all members that are not staff.
- Tom expressed how much he valued the chart on page 32 and the member email address ratio information.
 - Response: Erin noted that she provides most of the data for this report and will continue to provide this level of detail.
- Is the percentage of sales to member-owners a good number? It has remained pretty static at about 58%. Who gets to represent the other 40% and find out where their needs are and are not being met?
 - Sam recollected from the previous reporting on the B4 that around 60% is a good number; if the percentage of sales to members is too high, it can show that you're not reaching new customers.
- It seems that communication with membership is more intentional these days. It would be good to try to rejuvenate the Cooperator as a unifying forum every two months. Maybe the MOP Committee can discuss this with Elly.
- On page 29, the chart showing event community event participation showed ways to engage 450 people in 2018 and 2019; the impact of COVID on this way of engaging members was staggering. It would be great to try to re-engage folks.

Decision: Motion to accept the B4 as compliant by Ariel. Second by Jenise.

Vote: 5.0.0

The Board completed the GM Monitoring Matrix, highlighting strengths and opportunities.

Committee Updates:

Finance

No updates.

Board Perpetuation and Elections (BP&E)

Elly and Tom met after the last board meeting; she sent out a notice about the election. They will meet again on the 18th to discuss further the election process, including the employee board seat sub-election. The process went well last year, and we're trying to duplicate it this year. Sam offered to help with BPE Committee.

Sam reminded everyone to recruit people they know to run for the Board.

Member-Owner Participation (MOP)

Marty was absent from the meeting but shared via Fleep that they completed their report on the member-owner survey, which focused on governance and participation at the Co-op and will present findings at the next working or board meeting. The Committee has put on hold the review and update of onboarding materials. They have moved from monthly meetings to bi-monthly (every other month).

Annual Meeting

The Annual Meeting is on the calendar for Saturday, November 13. Eva is looking for guidance on the budget for the event. She is considering doing it as a partially outdoor event or a masked indoor event. Tom offered to be part of the Annual Meeting Committee. Sam will send the budget amount to Eva.

Bylaws

No updates.

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Expansion

No update from Jenise. The next meeting is coming up in the next week.

Resilience

The Committee met last month and created an action item list and rough agenda of items to work toward.

Action Items

#	Description	Who is Responsible?	Status
153	Draft timeline of board communications for website	MOP Committee	Ongoing
167	Plan community building session	Ariel	Ongoing
169	Create Cooperator ad for committee participation	Maura/Operations	Ongoing
172	Review Code of Conduct for member participation in committees	Marty	Ongoing
173	Review FY21-22 Governance Calendar	All	Ongoing

Closings

Next Meeting: Monday, September 20, 2021

Packet submission due: Monday, September 13, 2021

Decision: Motion to adjourn the meeting at 8:25 p.m. by Tom. Second by Ariel.

Vote: 5.0.0

Minutes respectfully submitted by MaCall Scott, Board Clerk.