



## **Chatham Marketplace March 2017 Board Meeting**

3/22/17 5:30-8 PM @ Jenny McLaurin's Shop

Members Present: Tom Morris, Craig Kolman, David Misenheimer, Sasha Konkel, Sarah D'Amato, and Debbie Cameron,

General Manager: David Dellea

Guests: Leif and Onicas

***Board decisions in bold italics.***

***Accepted minutes from last month's meeting.***

**Finances** - David D is working with Jina and Corinne to finalize the 2016 finances and to generate a final end of year report. Concern was expressed about ensuring the numbers are accurate. The Finance Committee will talk with Corinne to ensure that she is satisfied that the finance reports are complete and correct. Also,

- Sales are improving slightly, but are still low
- We will have solid finance numbers through 1st quarter next month because of the inventory count that will be conducted the end of March

**GM reporting** - Rafi event will be in large space. David D will miss the next Board meeting due to participation in the NCG conference. Continuing to modify website, improve buying practices. Working on getting tear drop signs for road. Working on agenda for spring staff meeting. Working on themed days for each day to use for promotionals. Enjoyed the Coop Cafe, took 4 staff and 2 board members.

**B4 (Membership Policy)** - *accepted interpretation from GM*

**Board Business** -

**Bylaws** - We ALL need a copy of these. Need to find out where/how to get them. Sarah is tracking down the latest version.

**Annual Finance Filings with the NC Secretary of State** - We need to see if this was done. Someone needs to be getting the notifications for this. We need to look into who is

filing them. Let's move this to next month. Need the final 2016 annual report and need to file it ASAP. Tom will find the Annual Report for 2015 that was distributed at the May 2016 CM Annual Meeting, and will use it to file with the Sec of State.

**Monthly Call with CDS Consultant** - Jade recommended that we consider having an outside source look at the books and review them. Wegner is a group that works with Coops that we can look into, worth getting a quote from them. David M will contact them and see what info they need to give us a quote. Next call with our CDS consultant, Jade Barker, is Tues, April 11th, 8pm. David will email a reminder and a call-in number a few days before the call. Please put this on your calendars if you want to participate.

**Social Media** - Talked about the Board tagging ("liking") and sharing discounts from facebook. Share this post/tag with a friend and get entered for gift card at the store. All Board members really need to make this effort with social media to share.

**Ideas for activities with CM Owners -**

- food justice/social justice book club done quarterly.
- plated dinner for 1st friday night. wine.
- list of events on the cafe tables.
- talk to Chatham Park, Briar Chapel, other developments about buying ownerships.
- Vendor Palooza- April .... invite Chatham Park to that. Have board members there to hang out with them.
- New Chatham County Ag Center-March 25th new extension office opening. Wanting local businesses to come and talk about their business.

**CM Anniversary Party** - Saturday, May 20th. One idea was to put up drawings and items to illustrate the early days of CM, where we are now, and where we're going (5yrs, 10yrs, beyond). Let people add their ideas and drawings.

**Board "Visioning" for CM -**

what the board needs to do, what the store needs to do.

- who we have employed...porch updated...cooler atmosphere....have the store more visually pleasing....flowers, sculptures, art help it to look better....make people want to come back.
- 5 years primary loan paid off, remove stigma of 'poor'. 10 years have us in the "new downtown" with a second store.
- more community engagement. speakers, films, programs, more use of event space. Double amount of owners. Info packets to ALL new housing developments. Roadside signage. Repayment of loans. Dividends to owners. New SMS. Marketing department. Living wage. More online commerce. Catering business. Profitable.
- morale building, fun place to work, fun place to be
- supporting local farmers, warm, community hub, build the people, what is the impact of the coop? essence of the coop on everyone's tongue because they love it so much and sell it.
- store should be prettier, art work. chatham county has a lot of artist-little quirky-off beat-don't be normal-play up the uniqueness, just not a lot of people

here, need to get them to want to be here and come back-that is the make or break. Events that make a crowd! More signs in the store talking about events, whatever. needs a different set of attractions to make it the destination.

- premier destination for local and natural foods. in the tri county area. keeping it clean and neat, good music, art, good lighting, pleasant place to be.
- think bigger!! Town is growing. More seating on the lawn with shade.
- invite the community to envision with us. Where do they see us in 5 years, what would they like to see different? Where would you like us to be/go? They have a voice-give them a chance to be heard.
- brand recognition. 1 item on social media everyday. this is what this is-what it's for-why pay more for this-ingredients-ect., income streams-condense our shelves to sell more of what sells the best. Better sound system in the store. Someone on the road advertizing the marketplace to get attention.
- Have the BEST customer service. Show customers
- local product discounts for owners, double disco for EBT, education and transparency in wellness, get green points for doing....ride bike, pick up trash, who's your farmer campaign, pairing up with other local businesses, encouraging integrity of what and why we do things, more choices for membership to participate. Engagement, enlightenment, elastic, encouraging....
- chatham marketplace can take over the Mill and run the whole thing.
- look at the list we read at the beginning of each meeting. Memorize it and OWN it.

#### **Recruiting new board members -**

Have a specific time to let owners and employees come to the board and let them talk. Put the time on agenda. Announce at the Anniversary party. Have this time be at the beginning of the meeting after the opening ends.

Put up the application onto the website. Need in store info. Put a photo of board members. Need ballots by the end of April. Maybe make a flyer and put into each bag.

Look at materials on CM website to make sure it's updated. Let's talk about ideas for good candidates to fill open positions in coming up in May. 10 people can be on the board (not including the GM). Need to get some new people. Post on Instagram, Newsletter, etc. Kathleen Conroy can help spread the word. Put on website experiences from past Board members-Katy, Kathy, etc

#### **Fundraising Ideas -**

Chili cook off, brick with donors name(s), leaves with their name, raffles for dinner in cafe, holidays have people raise money for a place, donate portion of sales for the day towards a place, have a shirt where vendors buy an ad for the back of the t-shirt with our logo on front, local breweries come-customers buy a cup and walk around and try all the different beers-donate a portion to charity and keep the rest, local cookbook  
Capital campaigns-how can we get these happening to raise money?

#### **Next Board meetings:**

- **Wednesday night, 5:30-8pm, April 26**

**Other upcoming events:**

- **May 6 - CBLD workshop in Raleigh**
- **May 20 - CM Annual Meeting**
- **May 26 - Jenny last board meeting, term ends**