

Chatham Marketplace Annual Meeting June 1, 6pm

Present: David Misenheimer, John Jennings, Sarah D'Amato, Bern Kosek, Craig Kolman, CC Mauer, Debra Cameron, Tom Morris, Kathleen Conroy

About 25 CM Owners

David Misenheimer presented the store financial overview and what is being done to turn around our financial condition, including loans and donations from owners and a loan from National Cooperative Grocers (NCG).

Craig Kolman presented information on current work on store improvements. Interim GM, Paul Griswold, was not present. Duke Energy will be replacing all lights in the store with high efficiency LED lighting. Duke Energy is also replacing all the fans in all the coolers with high efficiency fans. Duke is covering 80% of the cost of both. Better lighting should brighten up the entire store and improve sales.

The store is working on new signage throughout the store. Chatham Mills is working on new signage at the road that will be more visible. Both Forest Hall and The Pickle Jar have been pushing for new signage, so it looks hopeful that this will happen soon. Better signage should improve sales, as store employees and board members still hear from people regularly that they had never heard of us.

Once the store's inventory is completely refilled and the store is refreshed, Paul would like to do a big "Grand ReOpening" day.

Lively owner discussion followed:

We need a PR campaign.

Myth busting: There is still a perception that our prices are higher.

Emphasize that dollars spent at CM stay local

People still do not understand that they can buy an ownership on installment.

Compile list of benefits of ownership (sales & case discount) – even current owners don't know about their benefits.

Owner question: is sales loss from owners or non-owners?

We need a survey.

Owner suggested questions:

Why are you coming or not coming?

What brings customers in?

How often do you shop?

What do you wish was here?

What's the critical information about what this community really wants.

Go community wide – put it on the chatlist

Suggestion: Come up with 6 pertinent questions. Work with Paul to identify 6 critical areas that we need data on.

Owner discussion about gift cards and putting money on account. Suggestion to send out information about this as there is confusion and people don't know they can do it. Suggestion to look into accepting cryptocurrency

Owner suggestion for better labelling on the hot bar, especially gmo-free and canola free

Owner suggestion to curtail waste in the deli and produce. Decent produce showing up in the compost she collects for her chickens.

Owners encouraged that we improve the prepared foods options. Expand Sweetie's offerings. (Craig noted that Sweetie's has their own catering business and they are not always in a position to prepare more for the deli). Owner suggestion to add smoothies to the cafe menu

An owner noted that she's heard a lot of complaints about Harris Teeter lately (that it is just like Kroger). Can we capitalize?

Owner concerns about our current debt load. David Miseheimer gave a summary of our debt,
Bring It Home Chatham LLC \$135,000
Community investment notes \$400,000
Angel Loan \$80,000
NCG \$100,000

This does not include past due payables to vendors. We should have included financials in our annual report. We will post an annual report with financials on the website and alert owners that they can find it there.

An owner noted that it was their first annual meeting, but it seemed like low turnout to them. Craig stated that it was better turn out than usual for annual meetings. That many of our owners just want to shop, they don't want to worry about the running of the store. However, board elections are coming up on July 1, and any owner can run for the board. Everyone present was encouraged to consider running for the Board of Directors.