

TPSS Board of Representatives Meeting

Date: January 26, 2014

Time and Place: 5:00pm, TP Store Community Room

Present: Tanya Whorton (TW), Dan Robinson (DR), Emily Townsend (ET), Matt Hersh (MH), Kahlil Yanes (KY), Rachel Hardwick (RH), Erin Gabrielson (EG), Ken Firestone (KF), Bill Rodgers (BR)

Others Present: Abdi Guled (AG), Marilyn Berger (MB), Greg Czech (GC), Navneet Rangra (NR)

Minutes submitted by: Solveig Mortensen (SM)

RESOLUTIONS:

- The December 2013 Board minutes were approved as amended; ET moved, RH seconded, and passed by consensus.
- The Board accepted the update on the monitoring of Policy L8: Executive Succession.
- The Board and management agreed that operations will pursue planning to perform the NCGA/CDS/University of Wisconsin member/shopper survey presented by GC.
- The Board resolved to renew the Co-op's annual Wiki subscription for the cost of \$1,000.
- Management agreed to produce a 2014 Ends and Indicators report by April 2014.

GM Report: AG shared that a company is currently reviewing a lease proposal to become the SS store's new tenant beginning on March 1st. He will learn if the company accepts the lease this following week. He stated that the Co-op is continuing to find buyers for the remaining equipment and fixtures not already being sold.

Reviewing the analysis of the former "top" SS store shoppers, the Board asked the GM and management for their views on the loss of customers from within that category. AG explained that out of the former SS shoppers who patronize the Takoma Park (TP) store now, a good number had been weekly SS store shoppers. GC expressed optimistic feelings about the outcome and noted that the Co-op will do another analysis on the subject and is still providing incentives to attract former SS shoppers that the Co-op has not seen since the closure of the SS store.

NR shared that he is updating and streamlining the SS balance sheet and described the data that will be included in the dashboard financial statement, which he is also finalizing.

NR explained that, to date, new membership funds are assigned to the expansion fund and if a member is refunded their funds later, the amount is charged to the TP fund. He advocated that the TP store directly receive funds.

NR relayed that the TP store showed more positive income in November 2013 (\$24K) as contrasted to October 2013 (\$11K). Comparing November TP 2012 and 2013 numbers, MH noted an increase of \$40K in sales; however, he pointed out that with one store's closing at that time and ensuing expenses (PTO paid, severance, etc.), the Co-op listed a loss of \$13K as a whole. He commented that if this upward trend continues, TP should be profiting again.

AG stated that Jim Johnson will be available to work on the Co-op's membership list soon. AG shared that prior to the final audit report's release, the Board President and he will sign a representation letter. TW described the procedural call AG and she had with the auditors.

With the reintroduction of the Community Business Partner Program, GC confirmed that the Co-op is expecting to engage 25-30 more businesses. **TW requested that the discount the businesses receive be tracked as a separate line item.**

TPSS Member/Shopper Survey: GC introduced a member/shopper survey that the Co-op is considering for use. He described its following features: In 2008 NCGA and CDS formed a partnership with the University of Wisconsin to create a standardized co-op member/shopper survey; the survey itself is free and comprised of four modules, but the first three modules must be given un-altered; professional analysis of the resulting data costs \$3-\$4K for the on-line option and \$6-\$7K for the paper/mail option; additional customization costs \$75/hour. GC commented that this tool may help the Co-op gain insight on the perspective of non-members; however, he ascertains that the Co-op has far less contact data for non-members than members.

The Board discussed whether the Co-op needed professional analysis of the data, how the Co-op will incentivize members and non-members to take the survey, if focus groups are needed, and if participants will have to answer all the included personal questions—the Board hopes to be able to explain their inclusion. Several Board reps. suggested that if the Co-op pursues an on-line option, it will want to do a mass mailing/emailing, promote it heavily, and provide an in-store kiosk. GC described using gift certificates as an incentive.

ET recounted that one Board monitoring duty is to provide a member survey. **Board and management agreed that operations will pursue planning to do this member/shopper survey.** TW pointed out that the Co-op has a strategic action plan, informed by a previous survey; she spoke about the Co-op's working on that plan before the RFP deadline.

Ends and Indicators: The Board and management discussed whether the Co-op needed to prioritize a 2014 Ends and Indicators document and how it relates to the strategic action plan, which needs to be addressed. **Management agreed to produce a 2014 Ends and Indicators report by April 2014.**

Board Monitoring (G /G1): TW recounted the Board's plan to monitor one or two G policies a month to complete their required annual review; the Board decided they would review them in the meetings, as a group. The Board agreed that both G and G1 did not need modifications.

TPSS Wiki: TW reviewed the original reasons why the Board obtained the purchasable wiki; it allows unlimited subscribers and more editors and has unlimited use capacity. She noted how the Board has used it to hold documents and minutes. **The Board discussed various ways that the Board administrator can better secure Board documents and agreed to follow-up by email.**

Nominations Committee 2013 Report: EG summarized the contents of the Nominations Committee 2013 Report. The Board discussed the possibility of moving to all on-line voting for the next Board election; many felt that in-store, paper voting should still be offered.

Membership Committee: KY reported that many members responded re: setting a meeting time; and, during the Committee meeting itself, they reviewed the events for the year. She shared that she hopes each event will be special for the members and that they want to have a festival and have the Member-Owners meeting be more akin to a festival. KY also shared that she plans to hand-write notes to new members and reminded the Board of the newsletter needs.

Next Board meeting: February 23, 2014 (Fourth Sundays)

Meeting adjourned at 9pm

Term 2014:

<u>Rep.</u>	<u>Dec.</u>	<u>Jan.</u>
Firestone	*	*
Gabrielson	*	*
Graves	*	
Hardwick	*	*
Hersh	*	*
Rodgers		*
Robinson	*	*
Townsend	*	*
Whorton	*	*
Yanes	*	*