

LVC Board Meeting Minutes 4/29/20

In Attendance: Martin Pittman, Karen Traub, Jeff Lacy, Danielle Barshak, Jean Bergstrom, Jono Neiger, Sam Black, Ann Ferguson, Lise Coppinger

Minutes from 4/22/20 approved

Communications/Member Outreach report:

Jean's committee meets on Fridays- going through the membership list to update and to encourage those who have not paid to do so. The committee discussed developing a script or primer to give to cashiers to encourage them to become members. One proposal is a frequent shopper stamp card with a "prize" when an amount is reached. Ann talked to Paul who said the frequent shopper card is fine, maybe the benefit should be something made by the Co-op like a loaf of bread or a sandwich. Jono suggests a write up- a description of the ideas presented as a proposal.

Jono had sent out the Board Manual which suggests the importance of Board connections to member-owners. Karen suggested that this means the whole Board needs to be involved in a membership drive and others agreed with this idea.

Jeff asks the history of the manager being present at board meetings. Jono says Paul is working so much because of our current situation that he does not want to come to late Board meetings, although usually the GM would be present at such meetings. Jeff asks whether Paul has the bandwidth to embrace the membership aspects of the Co-op. Jono says Paul can't do everything but needs to coordinate and be aware of everything that happens in the store, and Board members need to realize that Paul is in charge of operations when they are acting as volunteers at the store.

Curbside service update- Sam is willing to write up a protocol and try for a limited time in conjunction with Paul. Monday mornings.

Jean needs info for Mailchimp which goes out on Thursdays so let her know what's happening and she will include it.

Fundraising committee report:

Thank You cards are being sent to donors and followed up with phone calls and efforts are being made by some to collect donations to help pay down the store credit card. There was a discussion about whether we should set a date for the next phase of the capital campaign and whether it should wait until the summer or not. Ann and Karen agreed that it could be good to have a joint meeting of the Fundraising and Communication/Member Outreach committee to coordinate a phone campaign to do outreach to members which would include fundraising. Communications would also like to reach out to Active members with a message to buy more of the member shares they

committed to. Sam likes Jeff's idea of coming up with targeted fundraising strategies for specific needs like some other non-profits do.

Sam mentions that Jeff brought forward the idea of a mailing when we have an updated member list.

Jono mentions local newspaper debts have been paid by Carol Heim but not the Boston Globe and New York Times.

Infrastructure committee report: Martin reports that Brian Blinn is interested in dismantling and removing the freezer, some consultation with MJ Moran -will be about \$400 to verify the state of the freon. Martin and Paul will speak about the Atkins freezer details. Lise asks for confirmation about the details of the freezer and refrigerator case and will follow up with the Mass Save Eversource people about that. Jeff volunteers truck and trailer to get the Atkins freezer if that is feasible.

President's report (Sam)- We will learn whether we are finalists for a \$10,000 grant from the LISC, the EIDL grants are not open again. Sam has volunteered some gardening and he and Cindy painted the inside back section of the Co-op!. Jono says it would be great to have Mo come in and look at the lights in the back room which are dim. Martin asks about the possibility of extending the hours back to 7pm as the spring season develops.

Jono reports an increase in staff time- Paul and Patty are now on payroll, Susan Walker is now a staff person, and Liam and Leela are now on staff. Jono offers followup talk to Paul about the idea of hero pay for employees for showing up during the crisis.

Ann mentions letter from Kari asking if the Co-op can be a distribution site for the Montague Reporter. Paul is fine with it. Reminder to submit your signed board ethics contract. (Note: Sam, Ann, Lise and Karen have so far submitted their statements).

Some discussion of the Sunderland produce delivery on Weds and Sat. and whether customers benefiting from that service should be asked to donate a bit to the Coop for the service. Karen will talk to Paul about this.

Karen brought up changing the code of the alarm. Lise suggests it's a good idea.

Jono thanks all for their efforts.

Respectfully Submitted,
Karen Traub and Ann Ferguson