

LVC Board Meeting Minutes 7/1/20

Present: Martin Pittman, Danielle Barshak, Sam Black, Karen Traub, Jean Bergstrom, Lori Lynn Hoffer, Ann Ferguson,

Absent -Jono Neiger, Lise Coppinger

Meeting opened at 7:05 pm

Approved minutes of 6/24/20

President report: The Finance committee is looking at the budget to figure out how to use the EIDL money to pay vendors and get out of debt. He is also investigating another grant. Looking at the footprint of the Coop, we need to know from Paul exactly what equipment is needed to put forth in the proposal. Discussion ensued regarding the payment of particular debts. Decision was made to pay off Amex card and Town Taxes.

There was a discussion of the continued negative ad in the Montague Reporter. Editor has problems being able to do an article on the issues. Not clear that there have been any negative effects in terms of sales.

Finance Committee Update: EIDL loan cannot be used to pay debts. Staffing goals and positions are being discussed and personnel committee is asked to do some research about general managers of other Co-ops of similar size. Cash register Point of Sale L-Pos system and communication with computer Sage is being discussed and will be revisited in September after more research. PPP loan- bank is not yet accepting applications for forgiveness. Also researching floor plan advice for best utilization of store space. We will contact Art Ames and Erbin Crowell looking for some free advice from Co-op experts. Martin cited Paul's view that in the past the store has lost about \$8K per month in the winter months so we need to have a strategic plan to address this.

Infrastructure- The old freezers and the dairy case are ready to go. Martin is in touch with Brian Blinn who will meet with Lise to discuss next steps. Next step is to work on the floor. Martin delivering a check to Atkins and will check in with the moving process of the new freezer. May be more complicated than thought. Paul was asked and recommends maintaining flexibility in use of floor space going forward. Discussion of the continued value of volunteers in saving money, that volunteers create a welcoming vibe and board members being connected to shoppers is good. Sam notes it is very entertaining, Jeff notes he enjoys being a volunteer.

Membership- Member outreach script is written. We now have an updated list of new members as well as which Active members have paid up as of June 19, 2020. We are focusing on active members to get them paid up to date. In the future the Member Outreach committee may take on phoning the Inactive member list and Sam may help

with that after July. Karen, Ann, Jean and Peggy as well as perhaps others will start phone calls prioritizing calls to Active members

Communications- Continuing to keep rolling. Jean is looking for suggestions for Mailchimp. Karen will send Jean the nice picture drawn by neighbor Iris. Jean will post agenda for July 15 meeting and an announcement to save the date for Sept 25-26 Rattlesnake Gutter festival and telethon and that volunteers are being sought.

Fundraising- Karen is excited about picture delivered to the Co-op by neighbor Iris and states that this unofficially kicks off the “how close are you to the Leverett Village Coop” campaign where people are invited to share their love for the Co-op in a poem, picture, song, or however they are moved to. Karen reports fundraising committee is meeting weekly Fridays at 11am all are welcome or can check in during the week. In response to the negative paid ad in the Montague Reporter, Hendrix recommends making sure all fundraising ducks are in order before going forward, thank you’s sent, accounting of how money is being spent etc.. Hendrix recommends using telethon to double the generous \$7,500 anonymous matching grant and Karen hopes the event will raise as much as \$34,000. Karen describes the proposed Rattlesnake Gutter Festival and Telethon with the date September 25, 2020 10am-6pm. After some discussion all agree flexibility about the time, either 10-6pm or 12-8pm, and to say tentatively Sept 25/26. Three components are membership drive, auction and entertainment. Volunteers are being sought. Several board members enthusiastically raised their hands including Jean, Sam and Lori Lynn, and Karen invites all to think about what they can contribute to the fun.

Sustainability- Ann got a 13 gallon trash can bin and gave it to Paul, not sure it’s big enough for outside. Sam says there are cans and foods left outside. Jeff was asked to store a storage shed bought last year which Ann helped to pay for. It’s in Jeff’s barn and he says we can erect it to put things in. Karen and Sam also have seen people dumping their trash in the dumpster. Lori Lynn will make a sign asking people not to do this. Returnable Bottles and cans are not being accepted at the Transfer Station at the moment for the Rattlesnake Gutter Trust, but they can be put in with general recyclable bottles and cans. Jean likes the existing trash bin on the porch and suggests another for the picnic area.

Meeting adjourned at 8:07pm

Respectfully Submitted,

Karen Traub

