

Natural Alternative Food Cooperative Board meeting minutes-draft minutes

August 8, 2022

President Zach Mattson called the meeting to order 7:03pm

Present- Peggy Tolbert, Jeff Peterson, Jon Bjork, Amy Free, Sarah Cook, Kyle Wondrasch

Absent-Mike Noreen

Agenda: Amy made a motion to approve agenda as presented, Jeff seconded. Motion passed

Minutes: Jon moved to approve the minutes as presented from June 20, 2022, Sarah seconded. Motion passed

Financial report: Year to date sales are down. Gross profit is up. EBIDA is up

Gross profit up \$2,547 for second quarter 2022

Administration cost is down for 2nd quarter 2022

There was discussion to make financial reports available to members.

There was discussion to archive records electronically. Kyle will archive records in Google account.

Treasurer Jon will meet with past treasurer to go over CPA checklist for 2021 taxes due Autumn 2022.

Managers report: Kyle reported he is working with marketing committee to improve web site visibility.

Kyle also mentioned a new free Google product, Pointy, to add products to data base to show availability through web site search.

Sales are down \$3,519. Profit is up \$785. Due to margin performance improvement.

Local good were 17.1% total sales for month.

Kyle will work with member appreciation sales to increase member participation.

Jon will work with Mail Chimp to do mass e-mails.

Marketing committee: Peggy reported that the committee is working with social media to get information out

Wine/beer/cheese tasting is scheduled for August 19. Posters and flyers will be distributed to advertise. There will be a case discount.

Strategic planning: Zach reported that the strategic planning meeting will take place in the Coop loft. On October 15. From 9am to 1pm. The committee will be discussing the coop mission, vision, strategy and future. Members will be invited.

General managers job description was approved. Jeff mentioned the need for a new loft liason. He will leave notes for a board member to do this job.

There was discussion about opening hours at the coop. They are presently 10am, but survey results had customers asking for an earlier opening. Kyle reported there was approximately \$5,000 more in sales for a quarter for this earlier opening. The board decided to try opening at 9am for the 4th quarter 2022, then reevaluate.

Energy efficiency: Jeff reported that board members and the manager are working with Xcel energy to use electricity more efficiently with smart programmable thermostats, LED light bulbs, etc.

Xcel rep will help evaluate. There is a 75% rebate if bulbs are replaced in 2022.

The coop 3rd and 4th quarter budget was presented. Amy made a motion to accept budget as presented. Peggy seconded. Motion passed.

Next meeting is scheduled for September 12th in the coop loft starting at 6pm

Meeting adjourned 8:30pm

Respectfully submitted

Amy Free