

Approved March 25th, 2024 by vote an Annual Meeting.

Natural Alternative Cooperative Annual Member Meeting minutes

March 27, 2023

President Zach Mattson called the meeting to order 7:02 pm after a social hour for members, with food contributed by board members and music entertainment by Jon Bjork.

Present: Board members Jeff Peterson, Jon Bjork, Mike Noreen, Sarah Cook, Amy Free, Zach Mattson

Manager Kyle Wondrasch

Employees and cooperative members: Liana Bratton, Chris Tao, Claudia Balcom, Shirley Crowe, Mark Buley, Marcia Marquardt, Emily Chapman, Marc Cutter, Cindy Cutter, Pat Bjork, Sue Lenz, David Mueller, Kathy Mueller, Lisa Doerr, Ron Erickson

Jon motioned to accept the agenda as presented. Claudia seconded. Motion passed.

Marcia Marquardt motioned to waive the reading and accept the minutes as presented from the March 22, 2022 annual meeting. Lisa Doerr seconded. Motion passed.

President Zach Mattson presented a state of the coop info graphic

Included are the challenges the coop currently faces: flat sales growth, increasing local competition, increasing energy costs, cooler repair expenses.

Zach offered solutions to some of the issues the co op faces:

Margin management improvements

Energy efficiency- LED project. Coop overhead lighting has been replaced with energy efficient LED bulbs. A special thank you to member Kris Schmid for his expertise and assistance with this project.

Merchandising consultant-The board has been working with Delaney Consultants for ideas on how to improve and move forward with co op operations. A special thank you to Flora Delaney for her pro-bono assistance

Extended hours of operation- the co op hours have been extended to open at 9:00am in response to recent customer survey.

Loft work space- board has been exploring ideas to increase rental opportunities.

Zach also mentioned that the co op has been a local business for 49 years in 2023.

Zach thanked outgoing board member Jeff Peterson for his dedication and hard work at the co op, including past president, loft liason, awning master, energy efficiency assistant, logo sign repair, co op loft labor hours.

Zach presented the group with ideas from the Strategic Plan for 2023:

25% to local vendors to support our community

Expand educational opportunities

Reduce cost of good sold to at least 65%

Create and implement focused marketing plans

Rebranding

Zach also thanked current employees for their hard work and dedication.

Managers report: Kyle Wondrasch presented his manager report to the group

Treasurers report: Jon presented a treasurers report on the state of the co op finances.

New Board elections: Mike Noreen received 21 votes, Amy Free received 17 votes and both will stay on the board for a 2 year term.

Store hours: It was decided the co op will keep the new hours, open at 9am through summer, then reevaluate

Member discussion: There was discussion on how the co op could attract new shoppers. Some ideas included advertising in local papers, local vendors set up their products on co op property storefront to attract shoppers. Bring new shoppers with to experience what the co op has to offer.

Meeting was adjourned 8:07pm

Respectfully submitted

Amy Free

Natural Alternative Board Secretary