

Board of Directors/Management Team Spring Retreat Minutes
May 6, 2023, 10:00 am – 4:00 pm (in-person)

Present: Margaret Gerard, Randy Rydel, Laura Weiss, RJ Halloran, Adrienne Renz, Heidi Beierle, Diane Krapf, Tony Vernon, Chuck Parsons, Renee Hall, Jon Edholm, Amy Esary, Wynne Marks, Donna Nygren, Mike Contezac, JoAna McNerthney

Absent: Joseph Correa

Facilitator: Holly O’Neil **Administrator:** Annabelle Rosborough

Topic	Key points	Outcome
Welcome, check-in, agenda review, purpose, and guidelines		--
Market Position Presentation	<ul style="list-style-type: none"> ● Chuck gave a presentation on the Co-op’s market position. The Board and Management Team discussed the information and asked questions. ● The store managers and Marketing & Outreach Director have been doing store tours in Bellingham and Seattle to look at our product gaps. ● According to the Food Market Institute and NCG, the top three reasons people usually go to a particular store are convenience, price, and product. ● There was a discussion around local products, affordability, and the scaling of organic foods at other grocery stores. 	
Employee Satisfaction Survey	<ul style="list-style-type: none"> ● HR Director, Renee Hall, provided an overview of the recent employee satisfaction survey results highlighting strengths, weaknesses, opportunities, and recommendations for moving forward. ● There was a discussion about the changing dynamics of the workforce, employee dissatisfaction with the pay scale, staff and leadership engagement, and strengthening training programs. 	
Member Linkage with MAC	<ul style="list-style-type: none"> ● Members of MAC joined the meeting to discuss member linkage and opportunities to create more of a sense of connection for members. ● The Board and Management Team reviewed the member linkage survey results with ideas from MAC and member input from the Annual Meeting and other channels. The top ideas included organizing farm tours for members, promoting member benefits more like special orders, and implementing a token donation system. 	Ideas will be brought back to MAC and Outreach to determine feasibility and next steps
Annual Meeting Strategic Plan Input	<ul style="list-style-type: none"> ● The Board, MAC, and the Management Team reviewed strategic plan member input from the Annual Meeting. There was a discussion around opportunities for building connection and community, and how member engagement can look different for different people. 	The Board will discuss the 2024 Annual Meeting at the June Board Meeting
Strategic Planning Focus Groups	<ul style="list-style-type: none"> ● The Board and the Management Team broke into groups to brainstorm questions for various target audiences for the strategic planning including organizational partners, farmers, nearby residents, downtown workers, members at large, and Western students. 	The Strategic Planning Committee will review the information for their focus group work
Draft Business Plan	<ul style="list-style-type: none"> ● Chuck provided an overview of the draft 2023-2025 Business Plan. The Board provided feedback on the plan. 	The final Business Plan will be shared with the Board at the June Board Meeting.

<p>Consent Agenda:</p> <ul style="list-style-type: none"> ● 4/12 BOD Minutes ● 4/12 Finance Minutes ● 4/18 SPC Minutes ● 4/19 BDC Minutes ● 4/26 MAC Minutes ● Key Indicators for March ● GM Monitoring Reports B3.1-B3.4 Customer Experience ● GM Monitoring Reports B5.1-B5.6 Communication to the Board ● Recommendations from Ad-hoc Board Monitoring Committee ● Proposal for B Policy Changes ● Monitoring Report for P2 Governing Style ● Monitoring Report for P3 Ethics & Code of Conduct ● Monitoring Report for P6 Civic Engagement ● Annual Meeting Survey Results ● Annual Meeting Strategic Plan Input ● Strategic Planning: Plan to Plan 	<ul style="list-style-type: none"> ● Holly clarified all who had not read the full packet should stand aside to vote for those consent agenda items. 	<p>Approved by Consensus</p> <p>The Board will look to review the Civic Engagement process at a future Board meeting as a follow-up to P6 monitoring and MAC discussions.</p>
<p>Closing & Evaluation</p>		<p>--</p>
<p>Adjourn</p>	<p>Meeting adjourned at 4:00 pm.</p>	

These minutes have been approved by the Board of Directors.