

**BOARD MEETING MINUTES**  
**FEATHER RIVER FOODS CO-OP BOARD OF DIRECTORS**  
**REGULAR MEETING: March 25, 2024**  
**Approved at April 22nd Meeting**

**Time:** 5:01 pm – meeting called to order by Scott

**Location:** White house and Google Meet

**Board members present:** Wayne Cartwright, Scott Stirling, Leslie Wehrman, Clare Churchill, Dana Krinsky

**Board members absent:** Ian Schrammel, Melissa Lopez

**Minutes taken by:** Ross MacNeil

**Staff present:** Marcie Wilde, Ross MacNeil, Michelle Fulton

**Welcome guests:** Kate Rahmeyer

**Agenda for March 25, 2024, Review & Approve:**

- *Leslie moved to approve. Wayne seconded. Agenda approved with changes.*

**Minutes of February 26, 2023, Review & Approve:**

- *Clare moved to approve. Leslie seconded. Minutes approved with changes.*

**Board Education:**

- **Board Education – Wayne**
  - None prepared.

**Reports:**

**Manager's Reports**

- **GM FYI Reports - February 2024**
  - February was a strong month compared to previous year.
  - Portola store saw 28% increase in sales compared to previous year.
  - Basket size in Portola still much higher than Quincy.
    - Michelle mentioned that this is because of differences in shopping behavior (Quincy shoppers buy more grab-n-go items).
  - Successful Round-Up in February - PCREW and 6th Grade Plumas To Pacific Field Trip
  - Groundhog Fever Chili Cook Off
    - Did not win, but a lot of competition compared to years prior
  - Finished bulk reset in Quincy and put in canning section.
  - Adoptable pets on packaging.
  - New taller shelving at Portola store is on its way.
  - Did community supper in February – was a success, planning on doing it next year.
- **B2 - Planning & Budgeting**
  - Marcie mentioned that this report should be moved to November so that the budget is approved before the beginning of the year.
  - In this report, we now compare our performance to other co-ops in the central

corridor rather than the western corridor in order to have a more accurate comparison.

- Clare suggested putting this change in the dialogue of this report.
- Wayne pointed out that central corridor co-ops are more rural than western corridor.

- **Cap X & Annual Budget**

- Overall, we are hoping for 3% net income this year.
- Wayne points out that we are budgeting less for discounts now.
- Wayne points out that we should be thinking about the trend of rising fire insurance costs and other rising insurance costs.
  - We have a generator at our Quincy store, but not our Portola store. Having a generator helps with insurance costs.
- Marcie to revisit this report in June.
- Planning to spend more on marketing.
- Update signage in stores, etc.
- Generator in Portola - Will be extremely expensive to pay for ourselves, we probably won't be able to afford it this year.

*Wayne moved to approve B2 Report. Leslie seconded. Motion carried.*

*Wayne moved to approve Annual Budget. Leslie seconded. Motion carried.*

### **Old Business:**

- **Membership Message**
  - Leslie planning on doing a 7 part series on the 7 Cooperative Principles. Still working on this.
- **Board Election Update**
  - Voting quorum of 118 members has likely been reached – currently has 111 not counting Portola.
  - Ross to table Tuesday 3/26.
  - Problem with people only voting for one candidate, will try to remind voters.
- **Annual Meeting Update**
  - Still in limbo about June 8th due to Rugged Roots not yet hearing back from their owners.
  - Since Ross can't be there June 8th, might reschedule.

### **New Business:**

- **Possibility to provide WIC benefits to shoppers**
  - WIC is an income-based benefit for pregnant women and young children.
  - If we want to participate, we need to offer non-organic milk, eggs, cheese, or cereal. Our product purchasing policy does not allow these sorts of items at the moment.
  - Our question is whether we should begin to offer conventional products so we can offer this benefit to shoppers.
  - Dana recommends putting out a survey to gauge interest in WIC.

- Marcie to bring this up at Annual Meeting.
- We would not have to get another supplier to offer conventional products.
- **Grant to revitalize Farmers Market**
  - We used to run the Farmers Market for 19 years and finally thinking about revitalizing it.
  - Began small committee that includes Emma Talamantes of Rugged Roots Farm, Sam Rick of Rich Bar, Leslie Wehrman, Marcie Wilde, and Ross MacNeil.
  - Plan to work with the EPIC program to get a group of producers.
  - Certified vs non-certified: Seniors and lower income families receive vouchers and benefits that may only be valid at a certified Farmers Market.
  - We need to finalize Farmers Market committee in order to create and deliver reports to the co-op's board.
  - Discussion of location of Farmers Market is ongoing; will either be at Rich Bar, Dame Shirley, or on the schoolhouse lawn next to the admin building.

*Leslie moved to approve Marcie's request to pursue farmers market grant. Clare seconded. Motion carried.*

- **GM 2024 Goals**
  - Marcie and Scott reviewed and signed the GM 2024 Goals letter.

### **Committee Reports:**

- **Board Development:**
  - Planned date to count the votes: April 3rd at 5:30pm.
- **Membership:**
  - Have to reschedule April 11th meeting; will hear back from Leslie.
- **Finance:**
  - Met on March 12th and looked over Q4 report.
  - Still some problems reaching our margin.
  - Special orders have decreased.
  - Deli continues to see growth.
  - Indoor dining to return to Quincy location with the introduction of salad bar and hot bar. Will require many placement changes in the store.
  - Staff retention could be better, but we have a good team at the moment.
  - Had a brief conversation about using Costco as a supplier.
- **Policy: N/A**
- **Executive:**
  - Did not meet March 8th, but completed the GM Goals letter.

### **Closings:**

- **Board Member Check In:**
  - Leslie mentioned the possibility of remodeling so that the front of the store has more space (for seating, etc.).
- **Review Decisions, Tasks, Assignments:**
  - Approved: All minutes and agenda.

- Annual meeting still up in the air.
- Election is almost complete.
- Benefits of WIC, potential to introduce conventional products.
- Marcie should begin working on Farmers Market grant.
- Wayne to count election votes on March 3rd at 5:30pm.
- May 20th board meeting instead of having it on Memorial Day.
- Melissa to lead next board meeting.
- **Review Board Calendar:** N/A
- **Next BOD Meeting:** April 22, 2024
- **Summary for Employee Memo:** Scott

**Adjourn Meeting:**

*Clare motioned to adjourn the meeting. Leslie seconded. Motion approved. The meeting was adjourned at 6:36 pm.*

**Closed Session:** A closed session was held.

*Note: The Member Services Coordinator makes approved changes to the prior meeting's minutes and forwards the final version to the board secretary and the board president. The secretary posts the final minutes in the board Dropbox, and the Member Services Coordinator posts in the store and on the FRFC web site.*