

**Daily Groceries will be a welcoming place to shop and work. Intentionally sourcing food; nourishing a kind, engaged community.**

Daily Groceries Co-op - Board Meeting-Mon. March 8th 5:00 pm - Virtual/Conference Call

In attendance:

Will Hodges, Board President (outgoing)  
Kara Brown, General Manager  
Landon Bubb, Board Vice-President (incoming President)  
Liz Solomon, Board Member  
Amelia Herb, Board Secretary/Treasurer  
Annaka Woodruff, Board Member  
Jenny Gallucci, Board Member  
Sage Rios, Board Member  
Heather, Board Facilitator  
Patrick Wermert, Member-Worker  
Ben Sandel, Columinate consultant

- I. Approve March 2021 Meeting Agenda
  - A. The meeting agenda was unanimously approved by the board.
  
- II. Approve Minutes From February 2021 Meetings
  - A. The meeting minutes from February were unanimously approved by the board.
  
- III. Check In - “Around the Room Chat”
  - A. Will said his farewells as the board president, wished everyone good luck
  - B. The board shared updates on their personal lives, etc.
  - C. Kara is vaccinated! She shared some information about getting unused vaccines from local pharmacies.
  - D. General theme: One year later, the covid-19 pandemic gets two thumbs down from the board.
  
- IV. Member Forum (1)
  - A. Very brief chat continuing after “around the room chat”
  
- V. GM Reports
  - A. General Manager Updates
    - a. Direct mailer campaign is going very well
      - i. 102 coupon redemptions in first week

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- ii. Kara saw a marked increase in sales correlated to this campaign
  - b. Kara feels that this may just be the first of many efforts by NCG
  - c. A focused social media outreach campaign in conjunction with the capital campaign will strengthen the effort.
  - d. Daily now employs twenty employees
  - e. NCG gave Daily 500\$ for meeting a data submission deadline-used for a staff pizza party
  - f. The buying of the old jail is moving forward, and internal planning has begun on how the space will be used
    - i. Primarily used to expand fresh departments/ prepared foods.
  - g. February sales were low, (-27% over 2020), though Feb 2020 was when started getting really busy
  - h. Basket size remains healthy
  - i. Lunch business is picking back up, but mornings are quiet.
  - j. Cloud sales still hovering at 15%
  - k. PPP forgiveness is still pending; second round of funds were deposited last week.
  - l. NCG will cover 1650 of CBLD fees for the year
  - m. Liz voiced some concerns over directly cold-calling in regards to fundraising, Kara clarified what that outreach may look like (social media, etc.)
- B. [GM Monitoring](#) - B1 Financial Condition - Annual report for 2020
- a. Summary of every quarterly report through 2020
  - b. Kara reports some compliance to the sub policies through 2020
  - c. Kara reports noncompliance with subpolicy 1-not allowing sales to stagnate/ decrease.
    - i. Kara got clarity on this subpolicy from other GMs; she plans to re-define this policy for the future.
  - d. Reports non-compliance with subpolicy 2
  - e. Reports compliance with subpolicy 3, cash liquidity is still well above the goal
  - f. Reports noncompliance with subpolicy 4
  - g. Reports compliance with subpolicy 5- all debt taken on was approved by the board
  - h. Reports compliance with subpolicy 6
  - i. Reports compliance with subpolicy 7, all taxes paid on time

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- j. Reports compliance with some parts of sub policy 8, one quarterly contract payment was missed but rectified immediately, one payment was received late but due to mail issues.
- k. Reports compliance with subpolicy 9 in regards to restricted funds
- l. Reports compliance with subpolicy 10
- m. The board had no questions for Kara in regards to the GM Monitoring
- n. Both Landon and Annaka wanted to commend Kara for her empathy and understanding for her employees throughout the pandemic
- o. The board unanimously approved the GM B1 financial report

IV. Board Report

A. Spring/Summer Member Event Planning - Brainstorm, Ideas

- a. Sage had suggested some new forms of member engagement
- b. Landon suggested doing this in collaboration with the capital campaign, but felt that due to the pandemic, a different type of event would need to be planned.
- c. Liz suggested a sidewalk sale
- d. Kara felt that a smaller version of that could potentially work with deep discounts on bulk goods.
- e. Amelia suggested Montane sparkling water as a sold bulk good
- f. General positive sense amongst the board about a pallet sale
- g. Open house of the old jail was suggested
- h. Landon suggested auctioning off the original screen print that Eli produces for the campaign. Liz did explain that Eli would have to be compensated if that was endeavored.
- i. Landon reminded the board that if they have any other member engagement ideas, there is an active Slack channel.

B. Capital Campaign Update

- a. Kara provided a direct breakdown of the funds involved in the capital campaign.
- b. Merchandise
  - i. 300 Tote bags designed by Lucy Calhoun. Printed with a local screenprinter.
  - ii. Charge 30\$/bag
  - iii. Selling all 300 is a profit of \$7,950 (halfway to capital campaign goal)

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- iv. Eli, a local artist has agreed to make an exclusive print that can be sold through Athens Area Art Council
- c. Theo and Kara will be leading the social media push
- d. Social media will be updated weekly to drive interest
- e. Kara requested that the board write a blog post or two in order to remind people of the various ways that daily can be supported
- f. Kara opened floor for questions about the capital campaign
- g. Liz asked about specifics of printing- Kara plans to use Bel-Jean.
- h. Landon asked Ben if he had any key requests/ advice for the board
  - i. Ben suggested reaching out to owner-members and personal networks of the board in order to increase possible funding outlets
- i. Liz suggested upselling tote bags at the door
- j. Kara is finding a list of the most active members to send to the board.
- k. Ben suggested that the board spend time educating the people they reach out to about the actual nature of a co-op. He feels that explaining how it differentiates from just a “store” will encourage strong support from the public.
- l. Kara: Telling a story about daily goes hand in hand with telling a story about Athens and the community surrounding the store.
- m. Landon: The capital campaign also has clear benefits for customers- parking lot, larger prepared food section, etc. These benefits will be symbiotic
- n. Ben: Focusing on the emotional connection- things/ products people love will drive interest in the campaign as well.
- o. Kara: Added prepared foods are gaining traction, more space = more room for these in demand products.
- p. Ben: Co-ops are good places to divert restaurant dollars- superior to fast food, stays in community,
- q. Kara: Speculatively there will be a greater increase in home-cooking relative to historical numbers.
- r. Ben: Some people may not be comfortable going back out as immediately as others as the economy reopens, the co-op can fill that gap
- s. Landon asked Ben if he recommended a phone campaign being paired with most active members. He does, and recommends a robust e-mail and social media campaign in conjunction.

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- t. Kara says that there are unfortunately not enough funds to mail things out in regards to the campaign. She was recommended having a pamphlet available in lieu of mailing at checkout, and in curbside pickup.
- u. Annaka shared her experience on a phone calling campaign- not positive. She recommends most of the focus being through email, and suggested a QR code on any printed literature. 3% response rate is a success to her.
- v. Liz suggested a tote bag prompt at checkout for the campaign, Kara needs to check with the website management.
- w. Ben agrees in making donation as easy as possible. He does feel that a phone campaign can provide both value and fun.
- x. Heather asked about texting, Ben said that this works in support of a calling campaign.
- y. Ben shared a few success stories about calling campaigns for various co-ops, recommends having fun on the phone.
- z. Amelia suggested messaging through Instagram, asked about legality. Ben supports any additional outreach that is possible.
- aa. Kara suggested the board lead engagement on Instagram
- bb. Ben reiterated that he'd be happy to train anyone who would like guidance on making a call
- cc. The board thanked Ben for his time, he exited the meeting
- dd. Amelia is more interested in an instagram approach than texting and calling, the board seems to agree.
- ee. Liz reiterated that the calling campaign that she participated in was not very fun at all. She thinks it's a generational difference but that calling will not have any success.
- ff. Kara wants the board to find the ways that make them most comfortable to drive support.
- gg. Kara says that in the morning she will send along action items in regards to how to move forward with the capital campaign

C. Board Policy Monitoring Discussion (If needed)

- a. [Review Policy](#) C2: Board's Job
  - i. Landon asked the board if commenting in Slack channels is the best way to discuss board policy compliance.
  - ii. Landon reports compliance in the subpolicy of the board's job.
  - iii. Landon will compile all slack comments and post it collectively to observe this policy.

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- iv. Liz motioned to approve compliance of policy C2. Amelia seconded. Passed unanimously.

D. Board Education: Capital Campaign Workbook:

- a. <https://www.fci.coop/wp-content/uploads/2017/02/Capital-Campaign-Workbook-Food-Co-op-Initiative-March-2016.pdf>
- b. Landon feels that this document is helpful to keep in mind throughout the campaign.
- c. Heather plugged a few webinars for Columinate

V. Member Forum (2)

Skipped

VI. Misc

- Next Meeting: April 12 2021, 5pm

VII. Executive Session (If needed)

Skipped

Landon Bubb adjourned the meeting at 6:49 P.M.