

**HARVEST BOARD OF DIRECTORS
PUBLIC MINUTES
6 AUGUST 2012**

Attending: Matt Auerbach, Annette Ghelfi, Stephanie Golas, Christina Lively, Rebecca Nemece, Diane Simpson (Board administrator), Mike St. Clair (general manager, via telephone), Scotland Willis (via telephone).

Absent, excused: Wendy Holding, Andrew Kessel, Christian West
Guests: Natalie Vaughan-Wynn, George Moseley, Leah Madsen and one unknown.
Meeting minutes taken by Diane Simpson
Meeting commenced at 7:07 p.m.

Agenda Review

The Board briefly reviewed the agenda. Christina took over facilitation for the absent members. The Board quickly looked at the Board Administrator job description, which had recently been revised to add new tasks. Other items mentioned in passing:

- MSCC needs ten people for volunteer day
- Co-op Faire had light turnout—cause unknown (date? weather?)
- There is member meeting August 28 at the library

Member Comment

There was a preorder co-op proposal. The purpose is to sell more food in a smaller space and also have more of a community feel. The proposal involves using volunteers. Perhaps a few staff members would be involved in ordering. It was unclear whether a mixed retail/preorder co-op exists anywhere.

Discussion points:

- What about liability?
- Could it involve MSCC?
- Might there be a wholesale price for members?
- How do bulk orders work?
- A bulk order system has a lot of challenges
- People frequently order and don't pick up
- Have payment in advance?
- Prepayment conflicts with EBT cards
- Successful preorder co-ops:
 - Mission Hill (Boston)
 - Great Bay (NH)
 - Boston Neighborhood Food Co-op

ACTION ITEM Wayne to email Board with list of successful preorder co-ops

Ends Policy Change

There was a brief discussion about adding the word “welcoming” to the ends policy. Here is the rationale:

The recent Harvest questionnaire and other anecdotal evidence have revealed that some members could be happier with the customer service at Harvest. Since one of Harvest’s most important competitive advantages and ability to differentiate is in its customer service, it makes sense to add “welcoming” to our shopping experience in our ends policies so that we can evaluate how we are doing on this. The GM should be held accountable to making sure that the shopping experience at Harvest is a welcoming, or pleasant one, and that customers feel valued.

A director briefly left the meeting. (Phone connection dropped.)

Motion: Add “welcoming” to the ends policy so that the policy will now read:

Harvest Cooperative Markets exists for these ends:

A welcoming shopping experience guided by transparent, values-based decisions.

A healthy, sustainable and vibrant community for our members, customers and staff.

An organization that provides members, customers and staff with a voice.

A stronger local food system.

Access to affordably-priced foods and other products that contribute to a healthy lifestyle.

The motion was moved and seconded. Approved 5-0-0.

Annual Meeting

The Board discussed the agenda for the annual meeting. Various options were presented:

- Small group discussions
- Board member at each table
- Tweak last year’s agenda
- Written reports instead of spoken reports
- Networking before meeting (“Human Bingo”)

ACTION ITEM Rebecca to design the “Human Bingo” game for Annual Meeting

ACTION ITEM Rebecca to email potential facilitator for Annual Meeting

ACTION ITEM Stephanie to meet with Chris Durkin to get the election materials ready

Board Monitoring

This month the Board monitored Policy C.7, *Committee Principles*. Overall, most responses were 4s and 5s, but some comments required attention. The comments were mostly about committee effectiveness, the need for effective delegation, and the need for accountability among committee members. A guest commented that it is possible to get the work done at Board meetings but you have to work in small groups during the meeting. Other suggestions:

- Committees work well for ongoing projects
- Have them be no more than two people
- Add RSC to the list of active committees
- Cap the number of committees

ACTION ITEM Matt to review the bylaws for material that applies to committees and also review policy C7

Motion: Accept the monitoring report. The motion was moved and seconded. Approved 6-0-0.

Board Education

The Board discussed the two educational articles. Questions:

Membership drive—how do you address the success? Any metrics?

CDS response: Make a broad policy on membership; do not put a specific number in it.

Question: What’s the rationale for that?

ACTION ITEM Christina to email Marilyn to inquire about the rationale for not putting a specific number for membership goals in the Policy Register

ACTION ITEM Matt to look at policy on membership growth

The staff needs customer service training. This was brought up in the questionnaire. Mike says there is a set of policies and rules and they have ongoing instruction but he senses that the Board wants to bump this up a couple of notches. Board wants to know how Harvest will compete with the store going in to our former space. Mike says Harvest is strong in produce and the competitor does not have our quality or variety. The Board then briefly discussed the article on time management. Christina would like to have a monthly calendar on Google docs. Also:

- Committees should meet the week after the Board meeting
- Board members can share calendars so other directors will know when they’re available

ACTION ITEM Diane to put Board “To-Do’s” on Google Calendar

Minutes approval

Minutes approval was tabled because there were not enough directors at this meeting who were present at the last meeting. There was one small correction to the minutes.

Motion: Close public session. The motion was moved and seconded. Approved 6-0-0.

The public session closed at 8:08 p.m.

Action Item Summary

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