

Board of Directors' Meeting Notes for February 15, 2021

Board of Directors Present: Lynn Wade, Kylie Oliver, Paul Coogan, Steve Myrick, Peter Doft, Janice DuVall, Jamie Decker, and Torran Owens.

Staff: Sarela Bonilla and Gloria Isselhard.

Guests: Silvia Ward, Nick Gerow, and Stephanie Kent.

New Business

Lynn asked if any board members would like to refuse their volunteer stipend due to the present financial situation at the Co-op, and if so, how they should proceed. Jamie asked board members who do not want their stipend to notify her in writing so their request is documented.

Sarela asked whether there were any questions regarding the *2021 Ocean Beach People's Organic Food Market Shopper Survey*. She reported that the survey results will be shared with the staff and the Board of Directors (BOD) in March.

Lynn asked for any comments on the Ends Policy - C1 Governing Style document. She asked Paul to put the entire Policy Governance document on the BOD Google drive. Jamie said she will email the document to Torran, as he had not yet received it.

Outreach and Education Committee

Janice asked Paul to host the candidates' Meet & Greet event, which will be held via Zoom, using a webinar format, scheduled for Saturday, March 13, at 10 a.m.

Janice reported that the Ocean Beach Historical Society has discovered some historical information regarding Ocean Beach People's Organic Food Market in their files.

Finance Committee

Steve reviewed the January financial statements. The market's revenue for January 2021 was down 23% compared to January 2020. The market and café revenue was also down 23% for the same period. Sales per paid labor hour was \$97.76 for January 2021, compared to \$108.42 in 2020. Jamie reported that she has applied for the second Paycheck Protection Program (PPP) loan.

Steve made a motion that the board approve a contract for 15 hours of consulting work to help the BOD conduct a search for a new General Manager. Peter seconded. Vote: passed unanimously.

Nominating Committee

Paul said that Kylie has set up a Zoom Candidate Greet & Meet event for March 13 at 10 a.m. A format to vote electronically in the board election has also been set up.

Interim General Manager's Operations Report

Gross sales were down 26.94% at the market compared to February of 2020. For the first two months of the year we are down \$293,700 in sales compared to February of 2020, as February 2021 had one less day of sales as well as no Owner Appreciation Days. Our organization posted a net income of \$15,672 in February of 2021, compared to a net income of \$57,103 February of 2020.

Market

February	2021	2020	% Change
Sales	\$806,546	\$1,909,834	-57.76%
Basket Size	\$40.80	\$32.23	26.6%
Customers	19,766	58,264	-66.64%

February 2021 personnel costs at the market came in at 27.8% of gross sales, with a decrease of 1.6% from 29.4% from the prior month. As department managers monitor labor in February, we will continue to make the necessary adjustments and reductions to ensure that labor hours are meeting the needs of customer support and sales floor presence, and do not exceed the labor budget.

Excess labor continues to be required in the Bulk Department due to the need to package items until the dept. can be reopened for self-service.

February was the full launch of People's Curbside, the Co-op's online shopping platform. We saw an immediate growth in the number of customers using the e-commerce and an increase in the average sale of each online order compared to our previous curbside platform.

During February, People's Curbside was frequently updated to add product images, as well as existing and new products. The two lead employee shoppers for People's Curbside also used the first month of the service to assess internal systems, customer communications, and customer service needs. We will continue to monitor the success of the program and make adjustments as needed.

People's held its traditional Valentine's Day Gift Basket raffle on February 14 as a way to show love and appreciation to our owners. Raffle winners were appreciative of the gift baskets, which featured a variety of products available at the Co-op.

In mid-February, a new juicer was purchased for the Deli while we waited for the arrival of a part to repair our existing one. Deli juices continue to be very popular, however in-between waiting for the new juicer to arrive and receiving the replacement part for the original model, we did see a slight drop in Deli sales as we had to limit fresh juice offerings. Deli sales have since rebounded and the sales of freshly made organic juice varieties have increased as well. We are encouraged by the sales growth and are looking into increasing production of fresh juices.

Lastly, People's conducted a shopper survey from February 1 through March 8. Survey results will be reviewed by the board and staff to aid us in providing the best experience for our shoppers and Co-op owners.