

# Board of Directors' Meeting Notes for January 18, 2021

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

Staff: Sarela Bonilla and Gloria Isselhard.

Guests: Ben Wanicur and Kerry McKay.

## **New Business**

Ben Wanicur gave an overview of the Duwara Consciousness Foundation, a non-profit organization in San Diego that serves accessible and nutritious vegetarian food to those in need via a mobile food trailer. They are looking for a place to prepare the food for the trailer and would like to use the café. Ben asked board members to submit any questions that they have in writing. The board requested that he reply via email.

Lynn made a motion that we spend \$5,200, using funds gifted to the Co-op, for a postcard campaign, including cost of printing, postcards and postage. Paul seconded. Vote: passed unanimously. Policy Governance: Lynn reviewed the policy ends that the Co-op is working towards. They are considering adding an end of making a considerate workplace for employees.

## **Outreach and Education Committee**

Janice said that she has been in contact with Marion Nestle, who will be the guest speaker at People's Annual Meeting, to be held via Zoom in April. Jamie said that the speaker typically speaks for about a half hour. Lynn suggested that Marion speak for 30 - 45 minutes, depending on what she is comfortable with.

Janice asked for committee volunteers to help coordinate setting up the Zoom meeting. Kylie and Paul said they would assist.

## **Finance Committee**

Steve reviewed the market's December income statement. Revenue was down 20.17% in 2020 compared to December 2019 and down 16.33% year-to-date. The total 2020 revenue for the market and café was down 19% compared to 2019, and there was a \$4 increase in sales per paid labor hour.

Steve made a motion that we consider applying for the second PPP (Paycheck Protection Program) loan. Peter seconded. Vote: passed unanimously.

## **Nominating Committee**

Paul reported that the committee has received three applications for the 2021 Board of Directors' election. Paul asked whether they should interview Steve Myrick, an incumbent running for re-election. Steve said that in the past the procedure has been that incumbent applicants were not interviewed since they had already been interviewed in the past. Paul said they would discuss this topic at the next meeting and make an official policy.

## **Interim General Manager's Operations Report**

Gross sales were down 23.12% at the market compared to January 2020. We are beginning the year down \$256,648 in sales compared to January of 2020. Our organization posted a net loss of \$7,441 in January of 2021, compared to a net income of \$10,451 January 2020.

## Market

January	2021	2020	% Change
Sales	\$853,632	\$1,110,280	-23.12%
Basket Size	\$43.21	\$26.95	60.3%
Customers	20,253	41,820	-51.57%

January 2021 total personnel costs at the market were 29.4% of gross sales, an increase of 1.5% from the 27.9% personnel costs for December of 2020. Department managers worked to keep their labor budgets intact to avoid an excessive jump in personnel costs, even with the wage adjustments made due to the minimum wage increase. Storewide we are still working to reduce labor costs and avoid unnecessary overtime as well as missed lunch break premiums.

In January we received an anonymous and generous cash gift from long time Co-op owners to support People's and help us reach out to our owners on a large scale. Planning has begun on our message, and mode of communication. Our goal is to encourage support as well as to inform owners of their option to shop People's Curbside for convenience and safety.

To ensure that we are doing the most to support our owners, People's conducted a shoppers' survey in February. Survey results will aid us in stepping up to better support our owners and shoppers, as well as bring light to the area where we can improve our service, customer engagement, product selection and overall cooperative efforts.

After beta testing People's Curbside's new online grocery store during December, we did a soft launch in January and transitioned all curbside shoppers to the new format. We planned for a February launch and took the time in January to build the necessary staff support that would ensure customers are receiving the same quality and specific products as when they shop for themselves, and that their online shopping experience was not only easy, but familiar.

On a final note, People's held its annual Winter Wellness days January 16th and 17th, offering Co-op owners 10% off all wellness and body care items. While we always see an overall increase in market sales when we feature department specific owner sales, this was our most successful. Most, if not all, departments saw increases in sales over the weekend of the 16th and 17th. Our goal is to continue to show Co-op owners appreciation throughout the year, while working to keep everyone safe and ensure a quick and easy shopping experience.