

People's Co-op Board of Directors' Goals

by Stephanie Mood, Board Director, Vice President

It's no secret that great changes keep happening with increasing regularity all around the planet Earth. For our Co-op, climate change issues coupled with food security and water concerns are of utmost importance. The Board of Directors of People's want to be as diligent as we can in understanding and acting upon any ramifications affecting the business community. Thus, last August, the board held its annual retreat to revisit our goals—short and long-term—for the continued success of Ocean Beach People's Food Organic Food Market.

Working with the Co-op's General Manager, Nancy Casady, the board articulated its overall goal as having a robust co-op economy based on local, organic and sustainable food.

We divided this goal into three main areas:

Co-op Education Action Plan: promoting the co-op business model online, store-wide, and via community outreach, including presentations at local schools.

Expansion Opportunities/Outlets: ongoing efforts to expand People's while continuing to focus on our fiduciary responsibilities.

Economic and Food Resilience: supporting local community and city/county-wide efforts to plan for climate changes.

Each of these areas merits careful consideration and monitoring during our strategic planning. Consequently, the board articulated one, three, and five-year goals for each area. The success of People's Co-op clearly helps to make people happy, and we strive to make decisions that ensure a healthy future.

It's important to understand that the Co-op is a business; a business that exists for the benefit of the owners of the cooperative. As board members, we work on behalf of the cooperative, the mission and vision statements, and the bylaws. As always, we thank you for your excellent support.

Happy 2015 to all of you! (January 2015)