

Blue Hill Co-op Board Meeting

May 16, 2017, Blue Hill Library Howard Room

Board Members Attending: Mia Strong, Diane Bianco, Deborah Evans, Susan Snider, Jim Picariello, Aaron Dority, Jerome Lawther (later)

Absent Board Member(s): Edie Dunham, Tim Tunney, unfilled (Staff Position)

Others attending: Kevin Gadsby (General Manager), Tim Seabrook (Co-op member)

Susan Snider, minute taker

Jerome Lawther, task and decision keeper

Mia Strong, meeting facilitator and time keeper

Additions/changes to agenda:

Add annual report/review to GM monitoring

Jerome's ends

Tabled GM Review to June Meeting

Approval of Minutes: **Mia moved to approve the April 25, 2017 Board Meeting minutes. Diane seconded the motion. The motion carries unanimously.**

Time Open to Owners:

Tim Seabrook asked how many board members were not present at the meeting. Mia said Jerome is running late and two board members are not here tonight. Tim said he was basically speaking to those members who were not present. He said he wanted to address two issues. One was about the honor of being on the Co-op board. When the Co-op started, it was an honor to be on the board, but he feels that there isn't the same kind of feeling now of what it means to be a board member, given what we need to achieve. Aaron asked if Tim was referring to the relocation project and Tim said yes. Tim said he doesn't feel the "surge of energy" that needs to happen with promoting the project, that not all of the board is behind it. He observed that board members absent from the meeting should be there.

Jim asked Tim how he thinks the board should be more like, what Tim would like it to be. Tim said that board members need to be "out there," more active in the capital campaign, fundraising and calling people. Aaron said that while Tim is on the Relocation committee and knows there was a similar discussion at the most recent meeting, there are also a number of things that Tim may not be aware of. Aaron said that though a number of Relocation Committee members feel that everyone needs to step up and make calls, he said that staff is doing a good job with Kevin's leadership. Aaron said we are now in a position where staff needs to reach out to the Board for help. Tim said it sounds like the board needs to be asked at this point to be more engaged. Aaron replied that there is effort to engage the board but feels that staff needs to ask the Board.

Mia said the Board will discuss this issue more at the meeting and thanked Tim for expressing his opinion as well as his work on the Relocation Committee.

GM Monitoring:

B5: Treatment of Consumers: Mia suggested that the Board table this since several members did not get to read it. **Discussion tabled to June.**

Relocation:

Mia informed the Board that Cara Fox has resigned, which means the Co-op will be without both a Capital Campaign Coordinator and a Marketing Director. Her last day is May 31.

Relocation project update/solicitation letters will be going out to members this week. There will need to be a group of callers organized to begin phone call follow-up within a week. Right now, the Capital Campaign Committee is Diane (chair), Susan, Tim Seabrook, Aaron, Mia, and Kevin. We need about 10-15 persons for phone calling, according to Gary Friedman, but we can start with 10. Kevin will ask Beth to see if we have working members who can do this. Board members are also being asked to make calls.

Jim observed that it's tough when talking on the phone not to get into details. Having all the project and investment information in front of you is important. He also said that the website information isn't very effective. Kevin noted that he and Cara did reorganize the website so that it is better. It was suggested that we change our home page at the top to read "Blue Hill Co-op is Moving" and include project and investment information on the home page. Kevin said we can change the links in the investment section so they are well-placed on the front page.

Mia wants Board photos on the website as well as in our next newsletter. It was said that many people still don't know about the project and where we are with it. Jim said we need something on the store deck that is big and visible and that spells out the reasons why members should invest. Jerome suggested that Board members should be spending a few hours on the weekend on the store deck, talking about the project with members. Kevin said Saturdays are the busiest days. Working in teams was encouraged. Mia wants to see a plan formulated where the board is more visible and out in the community.

Jim thought it would be better to hire someone to make follow-up calls after the letter goes out. This person wouldn't necessarily be staff or a Co-op member, possibly a retiree and professional on the phones. Discussion ensued about still using volunteers so it could be done faster. Mia said that Courtney Weaver is interested in the campaign coordinator position. Kevin indicated that he had not yet placed an ad for the marketing coordinator position. It was suggested that if Courtney has the marketing and computer graphics skills, that she might be a possible candidate. Aaron said if we hire Courtney for the capital campaign coordinator position, he would like to have someone else taking notes and sending out meeting notices.

Deborah suggested utilizing the Cafe walls for showcasing the new project drawings. Kevin noted that he would try to make this happen but that we have art exhibits schedule months out. It was suggested that we use just one wall, leaving room for monthly artist's work. Jim proposed putting a computer screen with a slide show about the project in a high visibility spot in the store.

It was suggested that the Co-op have a presence at the Blue Hill Farmers Market, as a means of promoting the project. Kevin said that he and Cara are ending up doing so much right now that he needs someone to coordinate this. Mia will look into this idea. Discussion ensued about whether we should have a table at the market or just circulate, answer questions and hand out project materials. Diane said a table would be a better idea and Susan suggested getting Board participation here. Deborah said she would devote some of her space to information about the relocation project.

Mia said all Board members should be very knowledgeable about the project and should feel comfortable in being able to close an investment deal. Susan suggested a training session for the board would be a good idea. It would also be helpful if Board members offered to help in the training of phone callers.

Kevin indicated that the coordinator job is a 20-hour/week position. The marketing director job is also a 20-hour position. He advised that Cara is doing both right now. If Courtney could not do the marketing position, then he would have to look for an additional person to handle the Co-op's marketing needs.

Diane gave an update on upcoming events. The next event is on Sunday, June 11, from 4-6 at Strong Brewery. Invites will be sent to people in Sedgwick and Deer Isle-Stonington. Board members are encouraged to attend.

The July 19 event will be a cocktail party at David's Folly Farm from 5-7. Invitations will go out to people in Castine, Brooksville, and Penobscot. David's Folly can take up to 125 people, according to Diane. Kevin will need to supply wine from the store. Mia will supply the beer. Jerome volunteered to help with the bar. Diane said she will need help the setting up the day of the event. Susan and Mia volunteered. Diane questioned whether there would be enough food, based on Hadley's bid. Diane would like to bring in more local food.

Diane and Susan gave an update on their cocktail party. Guests enjoyed the chance to meet Kevin and speak with him personally. All but a few packets were handed out. Susan mentioned that Bruce Stahnke was impressed with the group and had the chance to speak with many of the guests. It was agreed that we should be talking in more detail about the investment offering and how it works. Susan and Diane will send out personal thank you notes and followup either by phone or email to encourage investing and/or meeting with Kevin.

Annual Report:

It was agreed that the annual report can go out now. Mia asked that Kevin print a few dozen copies of the report and place them in the information bins by the register. We don't have an update on the election yet. The ballots are just going out from the printer.

Board Monitoring:

C4: Board Meetings: Jim read the policy and discussion followed. It was suggested that the agenda should be posted on the Co-op member bulletin board. Mia said she will send the agenda in time for Kevin to post. It was decided to amend C4 (a) to read: "We will use Board meeting time only for work that is the whole Board's responsibility. We will avoid committee minutiae,

operational matters, personal concerns and other topics that are not the highest and best use of our time.”

Susan will send amended verbiage to Mia so she can change the Policy Governance Register.

It was determined that the Board will be in compliance when Mia starts sending the agenda to Kevin.

Ends:

Jerome sourced much of this information from CDS. He also looked back on our mission statement and pulled key ends from this as well. The group discussed his handout. The board decided to include the topic of education. Jerome said the matrices need to be measurable and asked if the board will be charging the General Manager with measuring these, and when this would be done. Jim said that the responsibility for measuring these ends is clarified in “D2--Accountability of the GM” in the Policy Governance Register. It was agreed that Kevin would handle these, that all of the ends are operations except for “welcoming.” Aaron asked that an environmental component be included. **Jerome will make the changes discussed and bring to the June board meeting.**

Regarding “GM Review,” which was tabled to the June meeting, Mia reminded the board that a staff survey was conducted with Mark Deeny. She said this would be a valuable thing to do with Kevin. She also noted that Mark was asked to do his own review, so the board received his personal perspective on his performance. **Mia will send what she has on this to Aaron and copy Tim.**

Agenda for Next Meeting:

Relocation

GM Review

Ends

Meeting Evaluation: long; productive

Next Meeting: Tuesday, June 20. Annual meeting 6-7 pm. Board meeting 7pm