

January 2020 Meeting Minutes

January 15, 2020

Attendance: Kelsey Gibbs, Sarah Daniels, Joe Kertesz, Krista Jorgensen, Melissa Porter, Melissa Foley, Matt Keen, Melody Diaz-Williams, Kathryn Polk

Meeting started at 6:03pm

1. Owner Feedback: Concerns from 5pm Sunday, no food on hot bar, or plan to restock.
 - a. Food industry challenging—conscious to try and not waste food, but there should had been a meal served.
 - b. Her and coworkers have been regulars since Wrightsville days, but upset about the food. Shared opinions about issues with presentation, etc.
 - c. An owner purchased 4-day expired carrots
 - d. GMs- phasing out non-local meat in perishable grocery section. Buying decisions are based on what is selling.
 - i. 1-2% customers complain
 - e. Post meeting minutes onto website
2. Columinate- Ben, cancel consultation
 - a. Sarah hoping to use some time with Ben for financial questions
3. New Development Plans
 - a. Different entrance to complex, now coming in. at stormwater grass area, which will be moved.
 - b. New oval paved and landscaped area for the farmer's market; new deck where current cut through is, about same size but with a permanent roof.
 - c. Also got city to approve merging the two complexes into one—new, big sign coming!
 - d. February, March and April biggest set back from development. Reserves available to get co-op through.
 - i. Potentially close market for 2-months or move across the street to green space.
 - ii. Bank approved revolving line of credit, available if needed. Currently working on something special for the cooperative business. May involve board members working with them and signing it. GMs will connect with finance committee; potentially in touch with finance committee folks as early as tomorrow. (Sarah Daniels leading finance committee).
 - iii. Never dipped into savings since 2/4/17; potential to cut back hours if sales are cut. As sales decline, purchasers need to be very aware and cognizant to customer sales changes.
 - iv. Wider issue: once new development opens, will be positive for Tidal Creek's financial future.
 1. Estimate near completion in one year from now, to start leasing. 223 units total (ownerships required for residents)

2. If major inconvenience for two months, work together to get word out and improve customer base/sales.
 3. Messaging for parking to public—evenings are slow, if you're looking to avoid traffic (5-9pm).
 4. Starting stairs soon; completed repainting cross walks and parking. Consider asking to postpone stairs with parking lot construction starting sooner than later.
 5. Consider repainting mural out front—unsure who did current mural. Sarah Rushing Doss (Rx) or Janice (Luna Café)?
 - a. Invite a different muralist every half year?
 6. New property management- Cameron mgmt.
 - a. Much more responsible and going better.
4. GM Report: Customer count down, cart sizes up (sales were up in December from dec. 2018 about 1.5%, breaking our downward trend for two consecutive months, and evincing stability in sales-declines since Earth Fare opened.
 5. Policy Governance 3.3 (see below Policy 3.3)
 - a. Suggestions vs. dictating/micro-managing; it's a give and take **cooperative conversation**; policies are intentionally narrow, so not to restrict future options.
 - i. Example of board asking for staff training/labeling for biodegradable cups/silverware.
 - b. Report most months on executive limitations policies, but accountable to all executive limitations even if report has passed. Always welcome to approach GMs about executive limitations.
 6. Keep short-term tangible goals alive, like food samplings.
 7. Sarah suggests every other month board meetings, if having committee meetings.
 - a. Policy mandates monthly meetings, but could be revised or works if committee meetings happening?
 - i. Years ago, lack of monitoring and involvement from board members was an issue. If lessen monthly meetings, could disrupt rhythm/involvement.
8. December meeting minutes approved: by Sarah Daniels, second by Melissa Foley and others

Policy Type: Board-Management Delegation

Policy Title: 3.3. Delegation to the GM

The board will instruct the GM through written policies that prescribe the organizational Ends to be achieved and describe organizational situations and actions to be avoided, allowing the GM to use any reasonable interpretation of these policies.

Accordingly:

1. The board will develop policies instructing the GM to achieve specified results for specified recipients at a specified cost. These policies will be developed systematically from the broadest, most general level to more defined levels and will be called Ends policies. All issues that are not Ends issues as defined here are means issues.
2. The board will develop policies that limit the latitude the GM may exercise in choosing the organizational means. These policies will be developed systematically from the broadest, most general level to more defined levels, and they will be called Executive Limitations policies. The board will never prescribe organizational means delegated to the GM.
3. As long as the GM uses *any reasonable interpretation* of the board's Ends and Executive Limitations policies, the GM is authorized to establish all further policies, make all decisions, take all actions, establish all practices, and pursue all activities. Such decisions of the GM shall have full force and authority as if decided by the board.
4. The board may change its Ends and Executive Limitations policies, thereby shifting the boundary between board and GM domains. By doing so, the Board changes the latitude of choice given to the GM. But as long as any particular delegation is in place, the board will respect and support the GM's choices.