

MINUTES

Weavers Way Cooperative Association Board of Directors, 4/5/2011

Attendance: Chris Hill, Stu Katz, Margaret Lenzi, Nancy Weinman, Cynthia Potter, Sue Wasserkrug, David Woo, Brian M, Bob Noble, Sylvia Carter, Dave Tukey
Excused absences: Cat Niallon, Glenn Bergman
Staff present: Kirsten Bernal, Jon McGoran, Rani Singh (minutes)
Guests: Ian Zoltov (1874), Linda Shein (4495), Kevin Biederman (PFCU), Mark A. Clerkin (PFFCU)

The meeting began at 7:00 PM.

Resolution for PNC bank

Sue requested a last-minute addition to the start of the agenda so she (as Board Secretary) could sign a document and return it to Susan Beetle ASAP. The document consisted of a Board resolution empowering the co-op to open an account at PNC Bank for credit card processing.

Board action: The resolution passed unanimously.

Agenda & Calendar Review

The G6 Policy Rewrite Committee report and the GM Report were tabled until May. Sue will go through the new list of Board Committees and add when their reports are due to the Board Calendar. She will also add the following to "Unscheduled Items": The Board's role in elections; The Board's Shuttle column; and the issue of posting Board meeting minutes in the stores and on line. David Woo will write the board column for the June shuttle (due May 1) on the Credit Union guests tonight.

Approval of March 1, 2011 Minutes

Two corrections were offered for 3/1/11 minutes. Under "Agenda & Calendar Review," the last sentence should end at "... February of every other year." Under "Member Engagement," the second sentence should read: "The Board discussed the different terms, member linkage and member engagement, and ...". In the same section, the last sentence should read: "... Stu will reach out to Michael Healey about board participation in the member survey."

Board Action: The Board unanimously approved the March 1, 2011 BOD minutes as amended.

New Member Orientation Committee Report (Sylvia, Kirsten Bernal, Jon McGoran)

Sylvia reported on the Orientation Committee and indicated that the committee would like board input on the Welcome Booklet that we received in the mail. This booklet is being sent to all new members.

In addition, Anne Workman is following up with all new members, as well as with everyone who attends an orientation but decides not to become member. New incentives are being offered to members for attending the orientation, including a two-hour work credit and coupons to all three stores. Sylvia also reported that online orientation is being considered for those who cannot attend a meeting. The membership committee worked with outreach and membership staff to plan a welcome party for April 15th for new members to meet each other, and also meet the existing members. Various activities are planned to educate and entertain the members at this event, including a trivia contest. Finally, Sylvia reported that the committee will participate in Glenn's presentation at the GMM in May. Jon McGoran reported on the printed material that is handed out at the welcome meeting. He indicated that the materials are not being printed in great bulk to allow for changes, since we are still working out the best way to orient new members. One possibility is to do a high-quality run of just the covers and change the innards as needed. The possibility of an electronic manual is being explored. The balance of the discussion (including the issue of member orientation in the by-laws) was tabled for next month due to the guests from the credit unions.

Ends Education: Presentation by Credit Union Representatives from Police & Fire Federal Credit Union (PFFCU) & Philadelphia Federal Credit Union (PFCU)

Mark Clerkin of PFFCU presented the history of their credit union, which was founded in 1938 by a group of police officers because at that time it was difficult to get a loan, and rates were exorbitant. Today they have 170,000 members and are the largest federal credit union in Pennsylvania and 27th in the nation. They provide most basic consumer accounts, but no business accounts. Member equity is \$5 for life and there are no other fees. In addition to police and fire employees, members of 450 other select groups (including Weavers Way) can join. The credit union has \$3.8 billion in assets. Members are surveyed every year to assess the functioning of the union.

Kevin Biederman of PFCU described the history and services offered by his union, which is very similar to PFFCU but was started for non-uniformed workers of Philadelphia. PFCU was founded in 1951 and presently has 100,000 members and \$585 million in assets. Anyone who lives, works, worships or conducts business in Philadelphia can be a member. At the present PFCU has 490 select employee groups; none are co-ops although Mariposa is considering joining the union. They offer commercial accounts as well as individual accounts. Kevin suggested visiting the website Betterthanmybank.com for more information.

Both speakers said that their organizations have fared well despite the difficult economic times, because they were not as tied to risky investments as many banks were. Board members asked about working together to better service members, in particular with regard to food issues. The speakers indicated that they would be willing to bring any ideas to their own boards.

Board Retreat Planning Com report (Chris & Sylvia)

Chris and Sylvia asked board members to save October 15th and 22nd for the Board retreat since these are two dates that Michael Healy will be available. The topic for the retreat is still under discussion; possibilities include the culture of the co-op and member engagement. Possible locations include Morris Arboretum, Sugarloaf Conference Center and Lutheran Theological Seminary.

Board Officer Election Committee Report (Brian & Bob)

The committee has not yet met. Brian will solicit suggestions from the board by email report in May. There was some discussion about skills development for prospective board officers.

M1 and M2 Board Policy Review (Nancy & Chris)

There was some discussion about the adequacy of M1.1 but it was ultimately decided that the language should stand as it. There was a consensus that the language of M2.2 needs to be changed somewhat. Dave Tukey will draft something and bring it to the board in May. There was also some discussion about M2.3; it was noted that some sessions at CCMA might address this issue (GM review process).

Chris will continue to do the surveys. Dave Tukey will lead discussion next month.

Mid-Atlantic Food Co-op Alliance (MAFCA) Start-Up Conference Report (Bob)

Bob invited all board members to attend the conference on April 16, and he asked for volunteers.

Volunteers to Explore Cooperative Development as one of our Ends (Margaret)

Margaret suggested that we explore the idea of cooperative development as one of our Ends and asked for a volunteer to lead a discussion at the June meeting. Bob offered, with David and Nancy assisting. An hour will be reserved for this.

Announcements & Miscellaneous

The board discussed following up with the speakers from the credit unions and decided that David would send them a letter.

Sylvia expressed disappointment and concern that the New Member Orientation Committee Report was cut short. She felt it was disrespectful to invite guests but not give them enough time to give their presentation. The Board agreed to continue the discussion at the May meeting.

David Woo announced that he would be volunteering at the WHY Y pledge drive on May 5th at 5:30 AM and encouraged others to join him.

Chris announced that his son got a job with the Marathon Farm.

The meeting adjourned at 9:57 PM.