

## MINUTES

### Weavers Way Cooperative Association Board of Directors, 1/8/13

Attendance: Megan Seitz Clinton, Stu Katz, Nathea Lee, Margaret Lenzi, Jonna Naylor, Bob Noble, Linda Shein, Jeremy Thomas, Sue Wasserkrug, David Woo  
Absent: Dave Tukey  
Staff present: Glenn Bergman, Jon Roesser, Rebecca Torpie, Stephanie Kane, Norman Weiss  
Guests: Fran Johnston (Teleos), Lindsey Bingaman (Teleos), Josh Blume (member), Gail Davidson (member)

The meeting began at 7:15 p.m.

#### Agenda Review & Timekeeper

Jeremy was named as timekeeper for tonight's meeting. No changes were made to the agenda.

#### Approve Minutes of December 2012 Board Meeting

No changes were offered.

**Board Action:** The minutes of the December 2012 board meeting were unanimously approved as submitted.

#### Calendar Review

Margaret pointed out some upcoming calendar items, namely the board retreat on February 9. We might have a presentation from Michael McGeary at the February board meeting. David Woo will write the Shuttle article for the March Shuttle. Jon McGoran & Rebecca Torpie might have some ideas to make the board column more compelling. Deadline for nominations for board directors is February 22. The information session for prospective board members is January 23.

#### Reports

One report was submitted and included in the board packet: a report from the Education Committee.

**Board Action:** The report was accepted as submitted.

#### Board Administrator

Margaret announced that Karen Plourde has taken a full time position at the CH store and so we will need a new board administrator. Margaret, Nathea, and Sue will assist Jon Roesser, Human Resources Director, in the search for a new board administrator.

#### Spring General Membership Meeting (GMM): Report

Sue presented the tentative agenda for the Spring GMM, which is scheduled for May 19. Rebecca indicated that we are waiting to hear back from Woodmere about availability.

**Board Action:** The Board approved the following agenda of the Spring GMM:

Welcome  
Presidents Report  
Approval of the minutes of the spring 2012 GMM  
Presentation from Host (if appropriate, depending on location)  
Strategic Planning Presentation  
GM Report including Finance, Farm, & WWCP  
Election Results

## **Strategic Planning Committee Report & Discussion**

Margaret introduced the Strategic Planning committee and reminded us that we will discuss the plan again at our board retreat on February 9.

Fran reminded us of the strategic planning process, which started with eliciting community members' vision of WW. Many interviews produced about a dozen themes ("buckets" of ideas). There was some discussion of the 12 themes and how we might prioritize them. There was also some interest in themes that did not emerge, like a return to the old days. It appears that everyone wants us to be a more impactful organization, which may or may not involve expansion per se. We also need to remember that we cannot "do good" unless we "do well" (i.e., financially) and it was noted that financial issues needed to go beyond the one mention of decrease debt/raise revenue in bucket #3, especially in light of the expected competition in Chestnut Hill. Also, injecting cooperative principles & values into all of these "buckets" should be a priority.

The strategic planning committee will have another document for us to review before our retreat on February 9. They also indicated that they have examined several other co-ops' strategic plans.

## **Ends Report**

Glenn thanked the staff who assisted in putting together the Ends Report. The Board read the Ends Report & came prepared to discuss and act on it, except for one board member who abstained from the vote. Operational definitions were deemed to be reasonable. Data was deemed adequate to determine satisfactory progress towards the Ends.

**Board Action:** The board accepted the Ends Report as submitted. The vote was 9 in favor with one abstention.

There was some discussion of the difficulty of quantifying some of the Ends. Also, it was acknowledged that it's important to look at trends over time, not just how much we did in a particular area this year. Percentages might be more informative than gross amounts in reporting in certain areas, like local product. We wonder what it would look like if we completely achieved the Ends. On the other hand, the Ends are meant to be aspirational, so it's time to write new Ends if we achieve them. One odd observation: a dramatic drop in website visits, which might be because of the increase in other forms of social media. Glenn pointed out some highlights, e.g.: age & gender diversity of staff seems to have improved.

## **Announcements**

Rebecca circulated a sign-up sheet for Member Appreciation days, which will be January 13-19, where all members will get an additional 5% off.

Margaret will send out information for the board retreat, which will be held on Feb 9.

David suggested using our social media networks to encourage people to run for board.

David also announced that he is organizing a time for co-op members to staff phones for the WHYY pledge drive on February 4.

Glenn announced that we are doing an MLK Day of Service project to prepare the farm at Stenton Manor. High Point Cafe will be working on it too.

Stu requested that at some point it would be useful if we could get some more information about the new staff training program.

The meeting adjourned at 9:05 p.m.