

THE ISLA VISTA FOOD COOPERATIVE
Board of Directors Meeting Minutes
Wednesday December 14, 2022 at 6:30pm
Held online via Zoom

Via Phone: 1 (669) 900-6833; Meeting ID: 377 715 3488, Passcode: 672404

Meeting ID: 377 715 3488, Passcode: IVFC

Directors Present: Lisa Oglesby (LO), Jillian Tempesta (JT), Raphael Chinchilla (RC),
Cody Nunn (CN), Julia Barbosa (JB)

Staff Present: Hernan Cornejo (GM)

Owners/Community Present: Owner Matt Richards (MR), Kent McClard (KM)

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6:35 p.m. – Meeting begins

1) Approval of Agenda for November 16, 2022

Motion: To approve November 16, 2022, meeting minutes as presented.

RC/JT 5-0-0

2) Owner Input & Announcements

Due to the rain, the previously postponed Lights, Love, Community event at the St. George Youth Center on Friday evening (12/16).

MR asked whether all meetings are recorded, because he heard the automated voice interrupt him during last month's Owner Input and Announcements. The Board confirmed that yes, every meeting is recorded and all attendees are notified at the beginning.

MR brought up continued concerns about his relationship with the GM and how his 30-day suspension was handled.

The GM entered the meeting at 6:45 pm.

3) Approval of meeting minutes

- a) November 14, 2022 Board of Directors Meeting

Motion: To approve the November 21, 2022 Board of Directors meeting minutes as presented.

JT/RC 4-0-0

MR asked a question about whether the Zoom recording is available to the public. The written minutes are the Board's only official record of business.

4) Board Calendar & Reporting

a) Finance Committee/Treasurer's Report

As in last November-December, the financial condition of the IVFC is not strong. Hopefully, also as in late last year, there is a rebound in January.

RC brought up owner benefits and the potential to offer better economic benefits to those who have a less mission-driven stake in the coop. The GM added that the marketing team is in the process of gathering data on owner motivation. He added that members are 1/3 of an average day's sales, but on average, about a \$7 more expensive basket. Only 10% of owners spend over \$80 per week. We have 20 members who purchase over \$200 per week, who represent 60% of the sales. The team is working on a proposal for a new program that would provide more incentives based on the owner's level of purchases.

The Board debated the merits of a program that rewarded owners, considering that they are likely already dedicating as many resources as they desire to in the coop. RC mentioned CN brought up that students would find the IVFC more attractive if there were more readymade food.

MR was surprised to hear that the IVFC stocks non-organic foods. LO clarified that the mission of the IVFC is to be an accessible community grocer with a strong emphasis on organic food. This sometimes means that IVFC will carry conventional items so shoppers can buy enough items for a full meal. JB mentioned that sales rotations are easy to benefit from if you visit often, and that she liked the 10% coupon. MS suggested that meal planning be emphasized more. For example, have items that go well together on sale at the same time. Rice and beans, eggs and bacon, cheese and crackers, etc.

b) Owner Engagement Committee Report

JT read the written report.

c) IVFC Bylaws Committee Report

The Bylaws committee work is ongoing and meets again next Tuesday.

d) Action Without Meeting Policy

Motion to approve Action Without Meeting Policy as presented.

RC/LO 5-0-0

e) Election Committee Policy

The chair reported that this month is about focusing on getting materials together and reaching out to those who have expressed interest. The Call for Candidates and the Application has been shared with the Board. The EC will take suggestions to clarify the attendance commitment into consideration.

5) GM Reporting

General Overview

The GM mentioned that he will be running the IVFC's fictitious business notice in the Independent.

The IVFC is working on an email through UCSB to reach students. It will have a map and a description of the store and a coupon.

The marketing team has continued website improvements and is looking into a customer relationship management (CRM) platform that works with Catapult, the IVFC's Point of Sales (POS) well.

HR / Staffing

The IVFC has a lot of new faces. November saw a wage increase of 8.5%, and there will be an end-of-the-year bonus for FY22. The staff has been extremely collaborative in reducing hours in order to help reduce payroll for these challenging weeks. HC suggested that the Board send a thank you letter to express our appreciation. The Deli is now consistently hitting targets.

Financial Updates

The GM reports that we are 2.7% below the forecast. We have seen a low customer count beyond what we would see beyond the reduction of people for the holiday break. On the other hand, we have increased basket size, which has helped us reach the sales goal. November net income was \$3,680, which is a substantial reduction from the revenue of the previous year. We are also feeling the impact of higher utility bills and some tax hikes.

The Board will receive a second set of financials in December. This set will be different than the September set. We implemented many improvements (condensers, walk-in, produce cooler) that become assets.

Since December 9, we have not received money from credit card payments because all deposits were on hold pending approval. This is because the GM put a stop payment order on a check to an owner that could have been stolen.

Sales Performance

We have seen a substantial increase in B2B sales, specifically from UCSB's Associated Students Foodbank.

MR inquired about marketing and outreach, as well as age-diverse new hires. He also brought up the increase in COVID cases. The GM mentioned that the IVFC would continue to follow county and state protocol.

6) Resignation of Director

JB resigns from the IVFC Board of Directors

7) Upcoming Meetings

- a) Bylaws Committee meeting: 12/20/22
- c) Finance Committee meeting: TBD
- c) Owner Engagement Committee meeting: TBD
- d) December Board of Directors meeting: 12/14 at 6:30pm

Meeting closed at 8:45pm

Minutes taken by Jillian Tempesta, Corporate Secretary.

Minutes approved by the Board of Directors, January 18, 2023.