

## Minutes – March 4, 2019

### East Lansing Food Co-op Board of Directors Meeting

- Present: Board members: Michele Bridges, Marshall Clabeaux, John Reich, Steven Andre, Stephen Gasteyer, and Chris Bardenhagen (by Skype); Also present: Anbo Shefa; Kirk Green; Peggy Cunniffe
- Agenda for tonight approved
- Minutes of 2/4/19: motion to approve offered by Marshall, seconded by Michele – 2<sup>nd</sup> – unanimously approved
- Staff Update
  - Bank balance – \$99 K...
  - Weekly expenses report – we paid March rent – need to think about unwritten agreements re notice
  - Instagram account: co-op does have one; Anbo will look into using Social Media to help with outrea
- Proposal to rent premises at 3026 E. Michigan Ave.
  - Discuss and vote – met with architect (Liz Harrow), plumber, and owner (Ariana Gibbs)
    - Discussion prior to voting on agreeing to rent 3026 E. Michigan Ave building:
      - We may not need a grease trap, but need to consult with Lansing Township
      - Knocking out walls will be necessary
      - March, April, for build out – then start paying rent in May. Landlord has contacts with contractors;
      - Will need to put in new “washable” ceiling
      - Marshall will be the point person on the buildout
  - Chris made a motion to rent, with 2 month rent relief during buildout, then \$2,500/mo for 1 year. John seconded – Carried unanimously
  - Discuss next steps:
    - Funding: Zoom conference on Wednesday, 3/6 at noon with Mich. Good Food Fund rep.
    - We will need to think about the process of hiring a store manager.
      - Peggy will send Board the list of general manager qualifications and job duties developed during the summer of 2017
      - Start date May 1; hopefully open in June
      - Draft Mar 4-10; Circulate to board Mar 11-18, March 19 – Release announcement
      - Online job ad sites: Comfoodjobs; Foodspeak (MSU); Midmichigan Food
  - Celebration at the Fledge:
    - Anbo and Marshall – will have a gathering at the Fledge both in celebration of Anbo, who has almost completed her VISTA year, and to raise money for the new project
  - The Board agrees to meet weekly (in person or calls) – from here on out
  - Grants: Will need to look at grants to support the new store, particularly MDARD grants. Also need to reconsider the MEDC grant, “Public Spaces Community Places.” Are there others we need to look into?
  - We will need to restructure membership fees. Chris will start looking into this and let us know what he comes up with. For the current membership base, we may need to maintain a separate structure.

- Annual meeting & elections: 4/28/19
  - Announcement is posted on website
    - If rental of 3026 E. Mich. Ave is approved, what should be said about it on the website?
  - Announcement (via MailChimp) to owners to go out Tuesday, 3/5.
    - Include message about renting 3026?
  - Recruiting for board positions: each board member should start reaching out to recruit owners to run for open positions on the Board.
  
- Potluck – Consider a potluck as community gathering to discuss the new project and perhaps raise funds?
  - When? Where?
  - Include invitation in annual meeting & elections announcement?
  - If yes, what points should be included in the message?
  
- CSA Fair – March 30 (Saturday) – in conjunction with partners, including MSU Extension and Taste the Local Difference who will help with publicity
  - ELFCO Publicity:
    - Volunteers needed to post flyers
    - We will post on FaceBook: ELFCO page & Transformation Advocates page
    - Instagram?
    - Other ideas?
    - WKAR: does anyone have a connection here to get the word out via radio?
      - Anbo looking into this -- contact with TV and Radio
      - Also reach out to LCC radio – Coffee Break Hour
    - Newspaper: looks like MSU Extension & Taste the Local Difference will handle this.
    - WHAT DO WE NEED – 9:30 – 2 pm
      - Put out coffee and cookies; coffee and tea dispensers – Michele
      - We already have cups and napkins
      - Will need people for set up and clean-up at Peoples Church
        - Anbo will send a call out to volunteers
  - CSA Fair participating farmers: at least 9 so far but could be a few more.
    - Refer farmers to Abby Harper: [harperab@msu.edu](mailto:harperab@msu.edu)
  - Event will take place on lower level of People’s Church to accommodate larger number of farmers (potentially) than last year.
  
- Rebranding ELFCO: Kirk and Marshall suggested the need to think about rebranding
  - Could include changing name
  - A longer term conversation is needed for this discussion; it will take more time than we have left tonight!
  
- Next 4 Board meetings – a call at 7:30 Monday, 11 March 2019; in person meeting – 7pm potluck 18 March 2019; 7:30pm call 25 March; 7pm 1 April Board Meeting in person.