

WHOLE FOODS COMMUNITY CO-OP, INC.
Minutes of MARCH 25, 2013, Meeting of Board of Directors
Approved by the Board of Directors on April 22, 2013

DATE: March 25, 2013
TIME: 5:30 PM
LOCATION: Whole Foods Co-op, 610 East 4th Street, Duluth, MN

Attended by Board members: Jennifer Cummings, David Helf, Heather Murphy, Mickey Pearson, Jean Sramek and John Westlund. Chris Edwardson was absent. Also present: General Manager Sharon Murphy.

Motion, seconded and carried is abbreviated as MSC, followed by the names of the maker, second and vote tally. U = unanimous vote.

OPEN SESSION

Vice President David Helf called the meeting to order at 5:35 PM. Jennifer accepted timekeeper duties. Board members were prepared and reported no conflicts of interest.

David, Jean, John and Jennifer reported on their attendance at the Good Food Summit on March 8-9, 2013. Sharon distributed a copy of the ICA Blue Print for the Cooperative Decade.

CONSENT AGENDA

The Board approved/accepted (MSU, Jennifer, Mickey) the following items on the March 2013 Consent Agenda:

- Important Dates
- Minutes of February 25, 2013, Board Meeting/open session
- March Owner Report
 - 73 new Owners
 - 1 term/transfer request for Owner #8425
- February Income Statement
- Board Calendar items

REVIEW

MANAGEMENT REPORT

The Board reviewed an engineer's report regarding a pending claim for flood damages against WFC's general liability insurer.

The Board reviewed and accepted management's 2013 Food Policy Compliance Report including (MSU, John, Heather) approval of the following **amendment** to the section on GMOs:

"GENETICALLY MODIFIED ORGANISMS (GMOs) ...

- Allocate resources and staff time to support efforts for mandatory **and voluntary** **(e.g., the Non-GMO Project)** testing and labeling of foods containing GMOs."

The Board accepted management's recommendation to hire Swim Creative to conduct 2013 shopper and non-shopper surveys.

Sharon advised that average daily sales through March 24, 2013, are 12% ahead of sales in March 2012 with a goal of 8% growth.

COMMITTEES

Jean will chair and set a meeting date for the Ad Hoc Board Travel Policy Committee. Participants on that committee will also include Chris, John and Mickey. The committee's goal is to draft a policy for Board approval.

The General Manager Evaluation Committee will meet next from 4:30 – 5:30 PM on Monday, April 22, before the Board meeting.

NEW BUSINESS

BEST PRACTICES ON OWNER LINKAGE

The Board accepted the following Best Practices for Owner Communication. These practices will be included in the Board Orientation folder on the wiki site.

BEST PRACTICES ON OWNER LINKAGE

LISTEN AND ACKNOWLEDGE

It is important to remember that people want to be **heard**, probably more than they want to hear your opinion...

- In one-on-one situations, use **active listening skills**: maintain eye contact, take notes, request clarification, ask for prioritization of multiple concerns, repeat back what you have heard. Let them know you will share this information with the Board and/or submit it for management consideration and, if possible, document contact information so you can follow up after the Board meeting.
- For written communications, **within forty-eight (48) hours acknowledge receipt** (preferably in the same format as received, e.g., letter, email) and advise of your intent to respond fully after discussion at a future Board meeting and/or that operational matters will be referred to management.

ATTENDANCE AT BOARD MEETINGS

Owners are welcome to attend Board meetings.* However, as noted in each *Garbanzo Gazette* issue, an Owner with a concern or suggestion is required to request agenda time no later than the first Friday of the month. The Board President always has discretion as to what agenda item will be covered, the order of agenda items and how much time to allot to each agenda item. (Policy D6)

RESOURCES

- “Elevator speeches” on the Board’s Role and Why Join the Co-op are posted in the Board Orientation folder on the main menu of the wiki site. (Policy D2)
- Owners have access to approved Minutes of open sessions of Board meetings through the “wfc board” link on the home page of www.wholefoods.coop. (Policy D1)
- Owners have access to archived issues of the *Garbanzo Gazette* through “newsletter” link on the home page of www.wholefoods.coop. (Policy D1)
- Comment cards (to management and/or to the Board) are available for customers and Owners at the Customer Service Counter and responses will be posted publicly or directly as requested. (Policies B8, D2)
- Biannual customer satisfaction surveys, open to customers and Owners, can be completed in the store, mailed or submitted on-line. (Policies B8, D2)

**Dinner at Board meetings is provided for Board members, management and invited Owners (e.g., Board candidates).*

The Board established the following schedule for coffee with the Board/meet and greet sessions with owners and interested shoppers in the Brewery Creek Overlook seating area in April (Owner Appreciation Month):

- Tuesday, April 2, Noon – 1 PM, Jean and David
- Tuesday, April 9, 11 AM – Noon, Jennifer and David
- Tuesday, April 16, 1 PM – 2 PM, Heather and John
- Tuesday, April 23, Noon – 1 PM, Mickey and Jean
- Tuesday, April 30, 11 AM – Noon, Jennifer and John

Management will promote the above linkage opportunities in-store (Customer Service Counter and on the Board’s board), on the web site and via social media and will provide ownership information, a caraf of coffee, cups and cookies.

MARCH 16 BOARD RETREAT

The Board reviewed process and outcomes from their retreat on March 16, 2013, with CBLD Consultant Joel Kopischke

PLAN FOR 2013 ANNUAL OWNERS MEETING

Following up on the work done at their retreat on March 16, the Board discussed the following process options for the participation segment at the 2013 Annual Owners meeting:

- Mind mapping exercise – may not be the best choice for anticipated size of group (200 or more)
- Variation on World Café process (Co-op Café!):
 - Include information on process and compelling questions in Annual Report/invitation to Annual Meeting/FaceBook/Twitter/web site so Owners come prepared for discussion
 - General theme for Annual Meeting = **GROWTH**
 - Examples of compelling questions:
 - What does successful growth look like for WFC?
 - What positive impact/s does the Co-op have on our community?
 - One facilitator (e.g., Board member, former Board member, staff Owner) at each table (approximately 8 people at a table)
 - Facilitator documents responses (clipboard/pens), makes sure everyone has a chance to speak to the question, keeps discussion focused
 - Scraps of colored/repurposed paper on table with pens and collection box/can so Owners can submit written comments if they want
 - Undecided on whether facilitator switches tables between questions OR half the room works on one question the whole time and the other half works on the other question OR facilitator and participants get a chance to stretch between questions but do not move from table.

REVIEW OUTCOMES FROM FOOD SUMMIT

This agenda item was covered during check-ins.

Following a written evaluation on process, the Board approved (MSU, John, Mickey) a motion to adjourn at 7:35 PM.

Respectfully submitted,
Sharon Murphy, General Manager