

**HARVEST BOARD OF DIRECTORS  
MEMBER MINUTES  
10 FEBRUARY 2015**

Attending: R. Wayne Clark, Ellen Dickenson, Hunter Gates, Lila Givens, Diane Simpson (Board Administrator), Andrea Steele, Meghan Strauchon, Mike St. Clair (General Manager, via telephone).

Absent, Excused: Arash Kani, Leah Madsen, Kashif-ul Huda.

Meeting minutes taken by Diane Simpson

The meeting commenced at 6:40 p.m.

**Vote Key**

Votes are recorded in this order: For, Against, Abstaining

**Check in and Personal Space**

**Member Comment**

There was a question about member who was planning to withdraw if the South Street store closed and the director wanted to know what was the final result of that situation.

A member would like the member/customer comments to be more available and to have 5-10 minutes to discuss them at the Board meetings.

We need one streamlined process for collecting member comments.

One of the directors would like to pull all the information together in one spreadsheet and then do some data analysis.

**Minutes approval**

**Motion: Approve January public minutes.** The motion was moved and seconded.  
Approved 4-0-2.

**CBLD Debrief**

- Speakers were knowledgeable but didn't necessarily deliver the information in the most powerful way.
- Financial part at the end was very informative.
- Real-life example of policy governance was very helpful.
- Very informative as to giving Board members knowledge of our authority and responsibilities.
- Leadership training was good because it was co-op focused and helped with my role now.
- How to have "strategic conversations" with the General Manager was a good session.
- The sessions were interesting but not too much there for Board Administrators.
- The Co-op café is on Saturday March 7.

### **Arboretum Place Members Community Night**

This will be 6-8 on Thursday February 19th.

There is no agenda and Mike has food, staffing, signage, giveaways, and coupons covered.

There was interest in a “kid’s station” with coloring activities.

Maybe a cooking demonstration?

Store management staff will give tours of the store.

There will be about ten people there, plus the Board.

Brochures and samples of some of the bulk produce around the store might be good.

Harvest could bulk purchase some colorful brochures about various foods.

Healthy eating activities and an online scavenger hunt were some other ideas.

**ACTION ITEM** Lila to capture the ideas for the members community night and email them to Mike.

**ACTION ITEM** Meghan and Lila to create a new survey oriented toward the Arboretum store.

### **Committee Formation**

(Committees usually meet once a month, by phone.)

- New CDS Template for Policy Governance: Andrea, Meghan, Wayne
- Global Ends: Meghan, Wayne, Leah, Kashif  
GM Compensation: Lila, Ellen, Hunter  
MSCC: Hunter
- Election Committee: Lila, Kashif
- Financial Committee: Andrea, Arash

**ACTION ITEM** Andrea to contact the people not here tonight to find out what committees they want to be on.

### **Global Ends Monitoring**

Global Ends questions to consider:

- Does the interpretation indicate progress of a result?
- Does it fit with your understanding of the policy?
- Can you actually measure it?
- Is it relatively easy to get the information?

Mike explained the process of writing the Global Ends Monitoring and pointed out that some of the reports will now be redundant. Example: Member equity is reported in GM Monitoring reports already. Mike uncertain about the process going forward—there is not a big staff to write reports.

The Policy Governance Committee will start incorporating these interpretations into the Policy Governance templates.

Tonight’s goal was simply a strategic conversation. A few of the comments that came up:

- Fuse all of the monitoring into one system
- Add question, “Is this still relevant?” to the monthly Board survey
- Some redundancy is good because the information relates to more than one topic

The directors began the process of reviewing the five global ends that were put in place last year, starting with the first one, Community. “Community – Create a welcoming shopping experience and a vibrant community for members, customers and staff.”

A question arose about how to measure “building community.” Two ways were mentioned:

- Survey data
- Somebody tracking the information

It was observed that a baseline and goals would be necessary. The question Board is asking: “What’s our goal and what outcome do we want to see?” This might be framed as: “What’s your plan for building community in the next year.” Next step is for the GM to take insights gained from this conversation and make the next version. Regarding the operational definition: Might be good to make a distinction between the outcomes (what we expect to see) and the outputs (community outreach is an output).

**ACTION ITEM** Lila and Diane to chat about setting up the Google doc for questions about the GM interpretation of the Global Ends.

### Board Monitoring

Comments:

- It is not clear to some directors that the Board is actually the entity that sets the agenda and the direction for the co-op, even though the Board and General Manager job descriptions are written up very well on paper.
- The Board has to follow the election deadlines in the bylaws.
- It might be advisable to build in 5-10 minutes of Board-only session at end of each meeting to help the Board “speak with one voice.”
- Directors need fill out the monitoring survey—participation is quite low.
- One director feels that participating in Board monitoring is a waste of time because, “nothing is done about the items that are out of compliance.”

The Board discussed the items that were rated three or below. Some observations:

- The Policy Governance rewrite will create more involvement
- Many of the statements are not very co-op oriented
- Comment on what would *improve* the situation instead of just saying it’s not up to par
- Keep a list of things to track in order to review the out-of-compliance items more often

**Motion: Approve February Board Monitoring report—C1 Governing style.** The motion was moved and seconded. Approved 4-0-2.

**Motion: Close the public session.** The motion was moved and seconded. Approved 6-0-0.

The public session closed at 8:10 p.m.