

Minutes
Regular Meeting

Board of Directors of the Arroyo Food Cooperative, Inc.
Zephyr Café: 2419 E. Colorado Blvd., Pasadena, CA 91107
June 3, 2010, 7:00 p.m.

1. CALL TO ORDER 8:20 p.m. by Patrick Reagan.

2. ROLL CALL:

Directors in attendance:

Ginko Lee, Kristin Petherbridge, Patrick Reagan, Zoubeida Zajac

General Issues:

Elect President and Secretary

Moved that Alexandra Berrie be appointed secretary of the Board. **Passed** unanimously.

Moved that Patrick Reagan be appointed president of the Board. **Passed** unanimously.

Consent Agenda

Moved to accept the reports into the records of the co-op as presented. **Passed** unanimously.

TEAM LEADER REPORTS

Moved that we run this meeting and the next meeting in an experimental manner in which team leaders will give reports in two rounds, the first round being status updates and the second round being future goals. We will evaluate the effectiveness of this strategy after the July Board meeting. **Passed** unanimously.

“Round 1”

Marketing Team, Joseph (report presented by Ginko)

- Farm tour moving forward, comprehensive literature with maps, directions, and background of the venues.
- T-shirt and tote bag experiments

Ginko has been using her own supplies and making sample of shirts, probably has made about 10. She can bring the cost to \$2.50/shirt. Suggested shirts could be sold & keep all the money separate just for t-shirt renewal funds. Need to confirm w/accountant if possible. Also could bring screen w/1 color to tabling events & people can print their own on the spot.

Party Team, Susan

Kristin: Appreciation to the Party Team for coordinating the potluck for the Annual Meeting.

Finance/Admin Team, Patrick

- Election results
 - o Agnes G. and Christine Frank helped extensively with data entry; Patrick has not received any responses regarding votes as recorded, and presumes members are content with the data/info.
 - o Bill for attorney's fees for reviewing election/ballot info: \$75

Moved that we pay for attorney's fees in the amount of \$75.00 and annual dues to join the Altadena Chamber of Commerce in the amount of \$60.00. **Passed** unanimously.

- The Slow Food event presentation went well.
- The Bungalow Heaven Neighborhood Association presentation by Patrick also went well. Some house parties may stem from this presentation. Patrick has been invited to come back to present again at one of their regular meetings.

"Second Round"

Marketing Team, Joseph (report presented by Ginko)

- Patrick inquired about progress on Luke & Joseph's mock up of revisions for the website
- Ginko mentioned the carrot 'ticker' and asked if we have a "goal" number. We could use the "Dan challenge" (200 members) as the current goal; later we can use a number from the business plan (2000 members) or a revised version of the business plan (TBD).

Membership Team, Kristin

- Tabling on Saturday: Patrick & Kristin 8 – 10 a.m.; Subir & Kathy 10 a.m. – noon
- Ginko mentioned renewal of the Meet Up group will be coming up.

Moved that we approve funds for the next 6 months of maintaining the Meet-Up account in the amount of approximately \$72. **Passed** unanimously.

- Patrick: mentioned the idea of the lawn signs. Kristin will revisit with the Membership Team at the June 13 meeting.

Bricks & Mortar, TBD

Patrick said that the Co-opportunity remodel is coming up this month, so equipment might be coming soon and we need to come up with plan/idea. Ginko mentioned concerns about volunteers possibly getting injured during transport of the equipment, so we may want to consider hiring movers or other options.

Finance/Admin Team, Patrick

Patrick suggested we start planning to have a Board retreat soon with date/time to be determined such that we can have as many Board members present as possible.

Patrick suggests we include Board members, Team Leaders, and special guests.

Moved that we organize a retreat to happen as soon as possible with as many attendees as possible, attendees including Board members, Team Leaders, and special invited guests of the Board. **Passed** unanimously.

Patrick is working on lining up an accountant, still waiting to hear from Renée. Patrick is doing some due diligence in researching her experience.

Meeting adjourned at 9:03 p.m.

The Arroyo Food Cooperative's Mission Statement:

“To engage the ecologically aware hearts, minds and stomachs of our area, no matter what their household incomes, by offering the most earth-friendly grocery products and services available. To consistently search for better offerings and to support suppliers that are working toward the same goals. The Arroyo Food Cooperative will differentiate itself in the marketplace by empowering our members with practical product choices, thoughtful education/social opportunities and substantial entrepreneurship encouragement (?) all with an emphasis on supporting a sustainable local economy and strengthening our diverse community.”