

Plainfield Co-op Board
Special Meeting Agenda
March 31, 2019, 2:30 - 3:30pm
in the Community Center

Special meeting to organize annual meeting and plan next steps for fundraising and membership communication.

Attendees: Charlotte, Giordano, Sarah, Pete

Staff: Jean

Regrets: Chris

Guest: Andy Robinson

The meeting convened at 2:35pm.

Fundraising

At the last meeting, the Board established the need to pursue fundraising as a strategy to become solvent and avoid closing the store.

The Board discussed: what is the \$ figure needed?

- Ballpark estimate is \$50,000.
- **Action:** Jean will finalize a \$ goal by 4/5.

She will look at an amount needed to solidify the financials of the store, incorporating near-term cash projections.

Andy presented 5 key steps for building a campaign.

- 1) Identify the case – why are we asking people to give? What will the impact of their gift be?
- 2) Build a gift chart – How many gifts? Of what amount?
Try to secure a lead gift of at least 10% of total
Consider raising at least 60% “quietly” before asking the public (avoid extended public campaign where people get worn out)
- 3) Structure – crowdfunding and/or donation page?
donations, loans? Deferred loan? unsecured loan?
What is the mechanism.
- 4) Look at the list of all the members. Meet with key people. Consider who could be lead donors and/or who might provide a challenge gift?
- 5) Roll out the broader campaign via mailing, e-blasts, and social media. Consider a few house parties or small-scale donor events.

What we need right now is a short-term campaign: April, May, June.

Decision: The Board formed a fundraising committee with initial members of Pete, Andy, Sarah, Jean, Charlotte and Giordano.

Action: Sarah will locate a/the Membership List. Sarah will look for records from the last fundraising campaign.

Andy left the meeting.

Action: The Fundraising Committee will meet on Sunday, April 7th at Noon (pending time change needed to include Andy).

Board Membership

Decision: Board members affirmed Charlotte's appointment as a new Board Member. Welcome, Charlotte!

Action: Charlotte will prepare a bio.

Annual Meeting (Sunday, April 28)

Sunday, April 28, 3-5pm - Confirmed

What do we want to communicate to the members at this point in time?

- We ended the year with a deficit and we are losing money
 - urgency
 - 10 years of underinvestment
 - Restructure –investment into staff and management
- How we can position ourselves for the future?
- Current management structure
 - How/why
- Recent employment termination
- This is the beginning of a lot of meetings/ways that members will be invited to more deeply engage at the Co-op
 - Offer specific ways at the meeting
- Co-op's 50th birthday

The Board discussed the typical agenda:

- Treasurer's Report
- Manager's Report
- President's Report
- Elections

Elections – Giordano agreed to run for a 2nd term. Jean let the Board know Jim Malloy has agreed to join the Board. He would likely be elected at the next Board meeting, unless there is

another board meeting prior to appoint a member. Charlotte's appointment will need to be confirmed.

Action: Jean will send Jim Malloy's email to Sarah.

Treasurer's Report – Giordano is working to rearrange work travel to be present for the meeting. Regardless, he will work with Jean to prepare a financial report that looks at the last few years and the year to date.

Action: Giordano will prepare treasurer's report for annual meeting.

President/Manager's Report: Jean has been thinking about this and offered to jointly prepare something with Sarah.

Action: Jean and Sarah will prepare manager/president report.

Logistics: food, music/opening, set-up/clean-up, member invites, other?

3-3:30pm food, mingle, music

Action: Pete will set up music

Action: Pete will orchestrate coffee/tea and snack set up (coordinate with Jean or delegate)

Action: Charlotte will host member sign-in/welcome (print member list on Sunday, info way to collect membership dues, if needed, etc.)

Action: Sarah will draft member invite and coordinate sending with Jean (or delegate)

- Include agenda, election slate, potluck, invitation to bring history item/story

The group agreed to coordinate the rest of annual meeting prep by email, as needed.

- Sign-up sheets for members to join committees or get on email lists
- Co-op history...?

Consent Agenda

Approve March 14 Special Meeting Minutes (revised) and March 25 Regular Board Meeting Minutes

There was some discussion about both of these minutes. Jean suggested that the 3/25 meetings could be adjusted. Board members reviewed and approved; Charlotte abstained.

Next Regular Board Meeting

The meeting is scheduled for Monday, April 22. Sarah will be out of town. Do we want to meet the Monday just after the annual meeting? Giordano will be out of town.

Charlotte is not often able to meet on Mondays.

Action: The Board rescheduled its March regular Board meeting to Tuesday, May 7th 6:15 or Thursday, May 9th, pending Chris and Jean's ability to participate.

Giordano is convening the Marketing Committee this week. Charlotte will be on this committee. This committee is energizing to increase customer and membership participation (shopping, and more) at the Co-op.

Adjourned at 3:37pm