

Open Harvest Board of Directors

Approved Meeting Minutes

February 2, 2009, 5:30 – 7:35 p.m. at Irving Rec Center
2010 Van Dorn Street

Present Bob Hutkins, Ingrid Kirst, David Murphy, Jim Nelson, Keith Dubas, Mary Jane Gruba, Margot Conrad, Dave Eckmann, Pama Heikes, Miles Bryant, Kelsi Swanson, Tim Arkebauer, Carla McCullough, Sara Moshman, Alene Swinehart, Jackie Barnhardt, Alisa Kushner, Flame Alligator, Melissa Garaa, Mary Rachael

Absent Gail Kendall, Maggie Pleskac, Scott Renken

5:36 p.m. Welcome to guests and staff.
Accept Consensus items and Agenda.
GM Report: accounts payable ratio to inventory (.98) and debt to equity (1.13) shared.
Jim Nelson and Kelsi Swanson's trip to Eastern and Central Corridor Convention for Co-ops in New Orleans shared and discussed; over 70 co-ops represented at convention with much discussion of current economic issues, economist present spoke of upcoming predictions of the economy getting worse before improving, goals including controlling expenses and extending value to the customer base. Discussion included the impact if all 111 co-ops worked as a group vs. as individual entities.

5:50 p.m. L4 Report: Carla McCullough presented dashboard; current quarter shows highest loss in history of doing dashboard, quarterly sales growth down, consistent pattern of the recent past does not exist due to current economic trends. Discussion included comments by Jim Nelson explaining a reason for the sales going down is that the store went from 10% cap to 14%, with the last two weeks flat at 7%. Recent expenses discussed including past CBLD fees, credit card fees and the recent staff increase gearing up for expansion. Team Management Meeting scheduled for 2/3/09 with one of the main topics being reducing expenses. No concerns. Compliant.

6:04 p.m. Presentation by Pama Heikes (Advertising and Marketing Manager since October '08): New advertising and marketing to increase customer base shared; new program with Lincoln Journal Star with a concept ad twice weekly rotating throughout four sections of the paper each month with a Wednesday color ad (this new program saved \$4000 from past newspaper advertising), continued KZUM radio ad and sponsorship, new KFOR (who traditionally has an older demographic) 10 second sponsorship on weather program

(with an extra 3 month sponsorship for free) and an Open Harvest logo ad on their website that goes to our website, new KFRX (who traditionally has a younger demographic) live reading ad read by DJ five times a week throughout the month and 100 free streaming spot ads on their website, sponsorship on NPR's Splendid Table, a nationally syndicated program on cooking and entertaining, to target higher end products, and as part of the federal grant (a market program to target new Americans) the goal of an ad on the side of a city bus that is multi-cultural and multi-language for 6 months that with travel throughout the city rotating bus routes.

- 6:21 p.m.** Policy Committee Report: Committee did not meet.
Member Loan Committee Report: Gail Kendall, Miles Bryant, Bob Hutkins, Jim Nelson, Margot Conrad, Ingrid Kirst, Sara Moshman, Alene Swinehart, Elizabeth Nelson, Jackie Barnhardt, Jon Ihrig and Keith Dubas met. No report.
Finance Committee Report: Scott Renken, Sara Moshman, Carla McCullough and Jim Nelson met. No report.
- 6:25 p.m.** 2009 Calendar Issues: Discussion included revising 3-5 Year Plan to focus on expansion, pairing new Board members with existing ones to share information learned from experience, Board-GM Retreat options to include the question of expansion and decision-making prior to retreat date.
- 6:30 p.m.** GM Contract and Bonus Structure: Changes include "requirement of termination by employer" and employee termination addition. Bonus Structure discussed with Miles Bryant suggesting that the Bonus Structure be distributed to all Board Members. No concerns.
- 6:43 p.m.** Executive Session
- 7:22 p.m.** Member Loan Campaign: Elizabeth Nelson has planned to draft a letter to be sent to every member who has committed a pledge. Discussion included Bob Hutkins recommending waiting until decisions are made and any legal documents are signed and then send out letter to members who have pledged.
- 7:27 p.m.** Board Membership Actions: Articles can be submitted by March 1st for next newsletter that will come out in April. Discussion included the possibility of postponing newsletter release date until expansion decisions have been made and that there would be time to write up expansion/changes and still make the distribution date of April.
- 7:33 p.m.** Board/Staff Holiday Party: The party that usually takes place in January has been postponed. Jim Nelson shared that during a

recent employee meeting the option of a summer picnic was discussed as an alternative. Miles Bryant brought up the option of April or May vs. July or August for a picnic to show appreciation to employees. Bob Hutkins suggested that the Board defer to the staff about what is best for them.

7:40 p.m. Adjourn

Respectfully Submitted,
Mary Rachael

Next Meeting: March 2, 2009 from 5:30 to 7:30 p.m. at Irving Rec Center