



**December 13th Agenda & Minutes
Board of Directors Meeting**

Zoom Link: <https://us02web.zoom.us/j/6259291254?pwd=M3dQalhYdFZkZ3BBZ2pFL045ZXlnUT09>

Referenced Resources

Board Members Present: Cedric, Jordyn, Keith, Cordia, Frankie, Joe, Scott, Genna,

Board Members Absent:

Staff Present:

Community Members:

Call to Order: 10: by Cedric Harrison on December 13th, 2021

Reading and Approval of Minutes: Minutes of the November 8th, 2021 BOD meeting accepted as previously published and posted and approved by unanimous consent

Quorum: of 10 board members

Orders of Business

Checkin's (5-10 minutes):

- I. Cierra - Friend graduated with Masters from UNCW
- II. Evan - a lot going on! Excited to see where we land in all of this!
- III. Cedric - Looking forward to today's conversation
- IV. Frankie - Dennis Kimbro "What makes the great great...attitude"
- V. Genna - Happy to be here and excited to go to NY for the holidays.
- VI. Evelyn -
- VII. Joe - Exciting news, especially with the Coke Building & County's commitment
- VIII. Lauren -
- IX. Scott - Excited to see forward moving steps!
- X. Keith - Good morning!
- XI. Jordyn - new role with FDE and excited to see how we can make more collaborations. Baby piglets were born!
- XII. Cordia - Excited to be here and excited see all the things we are doing
- XIII. Marcel - Happy to be apart of the project and excited to join in as her first board member meeting
- XIV. Kimberly - Holiday market this Saturday and went to a comedy show this weekend
- XV. Marshall -
- XVI. Kyle - Excited to listen and be apart of the group

New Business:

I. Staff Report (30 minutes):

A. Staff Plan in First Quarter 2022

1. January = Plan

- a) Strategic Planning → focus staff & organization
 - (1) Creating a marketing calendar
- b) Food Delivery Plan

- (1) Moving forward with Robert Taylor Senior Homes
 - (2) Set to launch in January
 - (3) This will be a program that will set us apart from other groups in the intentional work that we will do to meet the community where they are at
 - c) Scripts / Videography
 - (1) 3-4 videos with a budget of \$10K
 - d) Article Amendment / Preferred Shares → \$560 cost
 - (1) Cost is associated with cost of mailing voting materials
 - e) Annual Meeting / Election Planning
 - (1) This should be done so we can be a completely democratic organization before we go public with the business
 - 2. February = Listen
 - a) Listening Sessions → Jasmine Moore (Master's Student)
 - (1) Multiple listening sessions that will be compiled into a report and then action items
 - b) Ambassador Program → Led by staff member Marsel
 - (1) Empowering the community to take on this project as they want to engage
 - 3. March = Digest
 - a) Listening Session Data Report & Action Plan Development
 - 4. April = Engage
 - a) First Annual Meeting & Voting
 - (1) Operational Board that will bring the grocery store into existence
- B. Non-Profit Update**
- 1. Stalled, we need 2 more people to commit to BOD to get started
 - a) Advice not to just force this through but to really have the BOD or other community members who are really invested in this process. This is an opportunity to reshuffle the deck and maybe transition some board members from the Co-op to the Nonprofit
 - b) ACTION: Need the BOD to help find people to join the Nonprofit BOD (need to be completed before Aug. 2022)
 - 2. ACRE name is taken, proposed name → Growing Resilience
- C. Location**
- 1. Former Parchie's Location → step in the direction of where we are being led. Not clear that this property makes the most sense at this time. Pilot + Potential Build out
 - a) Need to reframe this idea so that it is not perceived as an affordable eatery
 - b) If there is another grocery business in the running for the funding and space then the Parchies building with the eatery will make the most sense for our business
 - 2. Coca-Cola Building
 - a) The county does not want to buy or rent anything, they instead want to give us a chunk of money
 - b) Evan heard that the county is interested in working with us as the grocery business
 - 3. Build → \$8-9 million dollar plan
- D. Pilot Grocery Store**
- 1. NHC Conversation 12/16
- E. Funding**
- 1. City ARP Funds in process → City contract was approved by attorney
 - a) We need to establish a signer
 - b) Funding will allow us to increase staff member hours
 - c) Have the opportunity to come to the city for additional funding in the new year

2. LOI Healthy Food Financing Initiative (HFFI) LOI → \$200k, hear back January 2022
 - a) Feeling good about this application
 3. Novant Health
 - a) Foundation is willing to invest \$200,000 to the NFC
 - (1) What will it take to get us to a grocery store
 4. NHC
- F. Predevelopment Proposal + Market Study/Pro Forma**
1. Proforma is pertinent for sales projections and items that need to be sold
- G. Community Engagement should not be left behind because of the momentum of the business side of the project**
1. Yes we want your money AND we need your assistance with engaging the community
 2. County is confused about some of our messaging and we do not want to further muddy the water about who we are and what our focus is
 3. The population density is not supportive of a super successful business...its not if you build it they will come
 - a) How do we make the business more sustainable
 - b) The nonprofit could take on the community engagement side of the work that also needs to be done
 4. This is a grocery store at its core and that is the message that needs to be communicated
 5. Cedric: Fatigued with the project because we have been running for so many years
 - a) Getting our farmers market vendors in the store
 - b) Focusing on community employment → addressing lack of opportunity
 6. Talking to the elders to make sure they know that we are not trying to take anything from them
 - a) Tabling with them and building relationships
- H. Frankie's Outdoor Market Update**
1. Market Update
 2. Food Delivery Pilot
 3. Check in meeting with Novant Health this week
- I. Ownership Report**
1. So many more owners from 28401 zipcode due to the work that Marsel has been able to do

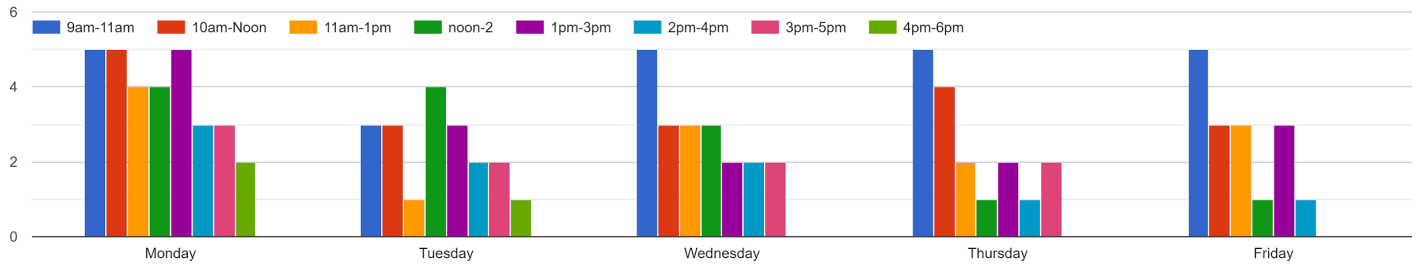
NEW MEMBERSHIPS ** 12.1.21 thru 11.30.21													
	Dec 20'	Jan 21'	Feb 21'	Mar 21'	Apr 21'	May 21'	Jun 21'	July 21'	Aug 21'	Sept 21'	Oct 21'	Nov 21'	Cumulative Total
Community-Owners	159	41	34	23	45	49	20	53	17	18	27	27	513
Northside Specific Owners (28401 & 28402)	57	5	8	2	20	19	3	17	6	8	11	18	174
Other Zip Codes	103	36	26	21	25	30	17	36	11	10	16	9	340
Pay it Forward Placed	8	-	-	8	5	3	1	10	2	4	11	9	50
Owners within 1 Mile Radius (estimated)							107			129			28.10%
Owners within 2 Mile Radius (estimated)							154			184			40.08%

II. President's Report (10 minutes):

A. 2022 meeting schedule/day and time shift, Google Form results (11 submissions - Cierra, Evan, Cordia, Cedric, Scott, Joe, Franke, Genna, Jordyn):

1. Please fill out the doodle poll if you have not already

Available days and times



B. NHC Meeting

C. Overall Goal of 2022

1. VOYAGE as the Fiscal Sponsor
2. Nonprofit
 - a) This will be a great addition to our work but not sure if this is something we need to pursue right now
 - b) Long term strategy for the success of the store → national or statewide grants
 - c) BOD working to find people who may want to join the nonprofit
3. Eatery @ Parchies
 - a) Does chef want to move to the Coke building with us or does he want to stay at Parchies
 - b) Meals at a low cost would be an appropriate service for our community
 - c) Chef: great opportunity to go into a larger space within the Coke Building. If the opportunity presents itself it would be good to have both together
4. Location
 - a) Coca Cola was the ultimate homerun location

- (1) Getting other business other than the Northside residents
 - b) Hemenway Center area would be a great location for those who do not have adequate transportation
- 5. Roles
 - a) Getting someone who has multiple years of experience with grocery business
 - b) Columinate → organization that provides business support
 - (1) They can send us a general manager
 - c) Need to move from conversation to action with appropriate roles
 - d) Other BOD members said they do not have a clear understanding that we have experienced grocery help
- 6. ACTION: Creation of a Timeline
 - a) What will it take? How long will it take? When will this be done?

III. Vice-President Frankie's Frank Conversation

- A. Question → Do we bring on new board members now, or wait until the election?
 - 1. Table until next meeting

IV. Finance/Fundraising Committee Report (10 minutes):

- A. Income/Expense:
 - 1. Total Cash position: \$ 2,777
 - 2. NFC Cash Position: \$0
 - 3. Frankie's Cash Position: \$2,777
 - a) Need to pay staff funds from this account to pay staff, we will reimburse ourselves
 - 4. Upcoming expenses to pay-out in December:
 - a) \$ 9,085 (contract fees)
 - (1) \$1200 (Frankies contract fees)
 - 5. Need board commitment to be paid out and still need about \$5,800 to pay out January expenses
- B. Identify companies who could sponsor activities, projects and programs
 - 1. PPD update?
- C.

II. Marketing & Community Engagement Committee Report:

- A. The community engagement and marketing committee are to a point where we need to split into two different committees
 - 1. Marketing Committee should be focused on the business and furthering people's investment and involvement in the grocery business
 - 2. Community Engagement Committee should be focused on building relationships and inviting more Northside residents to take this project as their own
- B. Clarity → Are Member-Owners able to be Chair of Committees?
 - 1. No objections is the person knows the committee and the process
 - 2. This is where we eventually want to go
 - a) Can make a subcommittee
- C. Clarity → Does Staff need approval to change Committee structure and/or guidelines?
- D. Send a letter to the BOD of our suggestion and waiting approval
 - 1. Don't want a huge policy process to get in the way if there is a more organic way to make this happen
 - 2. Establish a policy of what if the person just wants to step down and leave

a) 30-90 day notice of whether they want to leave

III. Enterprise Committee Report:

A.

IV. Governance | Policy Committee Report:

A. Identify and organize nominating committee

Meeting was adjourned at 11:30 by Cedric Harrison.

The next Board of Directors meeting will take place on **Monday, January 10th** from **10am-noon**
via Zoom: <https://us02web.zoom.us/j/6259291254?pwd=M3dQalhYdFZkZ3BBZ2pFL045ZXlnUT09>