**Village Bountiful, LLC**

**Board Meeting Minutes**

**Meeting Date:** Tuesday, December 01, 2020

**Meeting Location:** 38 Ontio Terrice/Zoom

**Present:**

Board of Directors:

Bobbie Armour, President

Dave Welch, Vice President

Sherry Mott, Treasurer

Jamie Berkeley-Hartjen, Secretary

Ed Frazier

Lois Green

Jakkie Bickos

Membership: Chris Berkeley-Hartjen

**New Business:**

A. Finances

1. November sale volume was similar to October. There has not been an increase.

2. A question was asked: Is the website worth the money we spend for it?

a. We receive memberships through website sales.

b. If we are going to do more online sales, we will need the website.

3. Contracts for Rebecca and Donna are ending.

a. The contracts state that we can continue on a month-to-month basis after the initial term. The Board decided to do so until we can work out a plan to hire them as employees.

4. There is some concern that the amount of waste is too high.

a. We should reduce quantity of items that are not selling. Buying smaller quantities may be more expensive up-front, but could be financially wise if it eliminates waste.

b. We should reduce prices of items that are not selling in order to get some money out of them before we have to donate them and get nothing.

B. Ideas about sales and specials:

1. Gift baskets are a good idea. We can use them to sell items that are not selling as well. We need to have a better understanding of how gift baskets are rung-up. Do items sold come out of our inventory at the time of the sale or when the basket is made? Who is paying for extra items in baskets? Bobbie will ask Rebecca and report back to the Board.

2. We have been running produce sales on weekends. Some concerns were discussed:

a. There is some concern that 20% off is a lot when combined with the 10% membership discount. The Board decided that there will be no membership discount on special sales intended to bring customers into the shop (such as the produce sale on Saturday). Membership discounts can still be used on items discounted in order to move products.

1. $5 off $20 coupons will count as specials. No membership discount can be used.

b. Are we selling too much produce on Saturday so we do not have enough during the week?

1. We will have the sale on select produce only.

c. There has been some concern by members that produce is reduced on Saturdays because it is old. We receive produce on Thursdays, so Saturday's produce is fresh. Bobbie will ask Rebecca to update our advertising to reflect this.

3. An idea was raised to accept store coupons from Great American. The Board decided that with the selective nature of our products, accepting coupons from other stores is infeasible at this time.

C. Only 30% of membership has shopped at the store. Ideas about how to get more people were discussed:

1. We have heard complaints about the hours. Would more people come with evening hours?

a. With our POS system, we should be able to track dead hours. In the coming weeks, we can examine which hours are dead and perhaps adjust hours accordingly.

2. We can better spread the word about store opening hours with flyers handed out by local merchants. We could also include coupons.

3. Several people have expressed a need for delivery.

a. ePOS offers a way to integrate our inventory to online sales. This would be free for a few months but would then cost $29.99/mo. It is unclear if Weebly will charge an additional fee for use of the website as an online market. We also must be sure we can cancel without a problem if the expense becomes to much.

b. When Rebecca tried to take a credit card over the phone. Jakkie believes this should be possible and will look into it.

4. We have sent one letter to membership encouraging more patronage but have seen little results. Bobbie will draft a "hard sell" letter to try to encourage patronage from members.

D. The application to accept SNAP benefits has been changed to "in review"; we are now waiting for FNS to inspect the store and certify that we comply with requirements.

E. The next meeting will be Tuesday, January 5.

Submitted on January 5, 2020

Signed Jamie Berkeley-Hartjen, Secretary

info@villagebountiful.com

PO Box 191, Unadilla NY 13849