**Village Bountiful, LLC**

**Board Meeting Minutes**

**Meeting Date:** Tuesday, April 6, 2021

**Meeting Location:** 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: Donna Bond, Sali Deliysse

**Old Business:**

A. Approval of March 3 minutes.

B. Store hours:

1. Monday:

a. We don't cover the cost of being open on Mondays.

2. Sunday:

b. Linda Bickos has offered to open the store on Sunday from 10am to 2pm.

3. Dave makes motion to close on Mondays starting April 12th and open on Sundays starting April 11th. Jakkie 2nd, carried.

C. Capital

1. Community Foundation:

a. The Community Foundation will give loans for specific items. We will need to decide what we need and ask for it.

2. Grants:

a. We should make sure that any grants we ask for are for things we actually need.

3. SBA:

a. They are asking for more information.

C. Online Sales

1. Online sales system is up.

a. We need traffic to know how to finesse.

D. Membership Committee

1. Jakkie talked to Chuck D'Imperio and he said he is too busy to chair the committee.

2. Is there a member that could step up? Each board member will ask around.

**New Business:**

A. Store Manager Report

1. We are in contact with Pika's Farm Table.

a. We currently get their products through regional access, but should be able to get the same products directly from them to save costs.

2. Donna is in contact with other farmers to get better, fresher vegetables.

B. Treasurer's Report

1. March revenue almost covered cost of goods sold, but not other expenses.

2. Bank balance remains low.

a. Anonymous loan of $5,000 nearly depleted.

3. Sherry is currently undergoing rehab from surgery and may need help with accounting. Donna will pick up some of the accounting duties while Sherry can't.

4. Sherry would like to separate memberships from other revenues for ease of accounting. Donna says it is not possible with POS system, but she will email Sherry so it can be reported accordingly.

C. Contact

1. We should encourage members to give us contact information.

2. Jamie brought up that we should contact members via email more frequently.

D. Advertising

1. Featured products:

a. Invite producers to set up shop for a few weeks as a trial. This would correspond with an event on the weekend. It could bring more people into the store as well as getting memberships.

b. Should check with the Bickos for permission.

1. Jakkie says they will be putting up a fence anyway.

2. We could participate in the Community Foundation brochure swap.

a. Donna will work with Linda Bickos on this.

3. Punch card:

a. Have members give their friend a punch card that would allow them to get the member price for a specific number of visits to encourage purchasing a membership.

b. Donna will work with Linda Bickos on this.

4. Encourage customers to tell their friends if they like a specific product.

5. Sherry brought up taking competitor's ads.

a. We would need very specific guidelines.

6. Chicken Barbeque

a. We will see if we can get Wilson's to do a chicken barbeque on May 2nd to advertise that we are open on Sundays.

b. Jakkie will contact Wilson's.

7. Electric sign to catch attention

a. Dave will research options.

E. Viability:

1. At what point do we decide the business is no longer viable?

a. Jakkie recommends staying open through the summer before making any decisions.

2. Dave suggested we set a specific goal per week to get a good handle on how we are doing.

a. Sherry will look back to see what number we need.

F. Approve Financial Policies as written.

1. Jakkie makes motion, Dave 2nd. Carried.

G. Next Meeting

1. Tuesday, May 4, 2021

2. Should we revisit meeting time to make it easier for Ed and Dave to attend?

a. Jakkie will reach out.

b. Be sure to check with all Board members.

Submitted on May 4, 2021

Signed Jamie Berkeley-Hartjen, Secretary

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