

**FINAL - UKIAH NATURAL FOODS
(A.K.A THE HOMESTEAD EXCHANGE)
MINUTES OF THE BOARD OF DIRECTORS**

The regular meeting of the Ukiah Natural Foods Board of Directors was convened on Monday, February 17th, 2025, at 5:34 PM via Zoom.

BOARD DIRECTORS PRESENT: Tim Dolan (Treasurer), Angie McChesney (Vice President), Stephen Turner, Christine Rodrigues (Secretary), Ky Mayers, Tom Chandler, Stephen Groff, Gideon Burdick (President)

BOARD DIRECTORS ABSENT: Larry Mayfield

STAFF PRESENT: Lori Rosenberg (General Manager)

President Burdick called the meeting to order at 5:34 P.M.

1. **Introductions and Check-Ins:**
2. **Brief Announcements; Confirm Agenda:**

Secretary Rodrigues **MOVED to approve the agenda with changes as presented.** Seconded by Board Member Groff. **MOTION PASSED.**

Yes: Board Members;
 Burdick, Rodrigues, McChesney, Chandler, Mayers, Dolan, Groff, and Turner

3. **Consent Agenda:**

President Burdick **MOVED to approve the consent agenda with changes as presented.** Seconded by Board Member Turner. **MOTION PASSED.**

Yes: Board Members;
 Burdick, Rodrigues, McChesney, Chandler, Mayers, Dolan, Groff, and Turner

4. **Board Resolution - 401K**

GM Rosenberg stated that they will be moving their 401K to Human Interest, they have had multiple presentations from them. They will save the Coop money on fees, and it will be very user friendly. This is going to be great for staff as they will get support. To move forward a board resolution to approve GM Rosenberg to be the trustee of the new 401k plan, and to be able to sign the plan documents.

President Burdick **MOVED to approve having Lori Rosenberg, GM as a signer and trustee for the 401K Plan with Human Interest 401K.** Seconded by Secretary Rodrigues. **MOTION PASSED.**

Yes: Board Members;
Burdick, Rodrigues, McChesney, Chandler, Mayers, Dolan, Groff, and Turner

5. GM Report & CX Survey:

No questions on the GM Report.

GM Rosenberg stated that all the CX Survey was included in the GM Report. GM Rosenberg stated that we enrolled in the CX Survey program through NCG last year in September. The NCG gave us three months free and then after that it will be \$825 a year which will be coming out of the marketing budget. Every quarter we will get a store performance report. The solicitation is random through the POS system that a customer will get a paper with a QR code on it and be able to do the survey. The customer has three days to complete, and then once completed, they receive a \$5 off \$25 coupon. There have been a lot of positive "shout out" comments on staff service and 90% have been about the cashiers. This program is a national program and we are comparing our store to the national organization. We are comparing our data to NCG's average of other Coops. There was discussion on unsatisfied responses.

6. Committee Reports:

Owner Relations - Board Member Groff stated that Marketing Manager Boyd is back and that she's really good at what she does. The member event ticket price will be \$5 per person, we are not making any money on this as it's a member event. Marketing Manager Boyd did ask the board members why you joined the Coop, it just needs to be a simple statement. Board Member Groff will email the board members on this.

Board Development - Board Secretary Rodrigues reported the main topic was the board survey results. This would be good to discuss during a closed session to review the results.

Finance Committee - Treasurer Dolan reported on the sales and gave an overview of the finances presented.

GMEC - No update/Report given.

Strategic Planning - No Report

Farmer Loan - No Report

Executive Search -President Burdick stated that the executive search met via Zoom with 5 of our 17 applicants. There is one candidate that we will not be moving forward with, one has taken another job, and that leaves us with three candidates. William Deal from NCG will be meeting with us on Thursday, and we are hoping that this will leave us with 2 candidates that would come to the store. President Burdick shared his screen and reviewed the sample interview schedule with the Board and team. There were some conversations and ideas about the schedule and that this will be a work in progress on coordination, along with how the day will go.

7. Topics for Next Month:

- Board Election
- Strategic Planning
- Executive Search
- Patronage Dividends

8. Closing and Evaluation:

Secretary Rodrigues adjourned the meeting at 6:24 P.M.

The next Meeting is on **March 17, 2025**, via Zoom

Submitted by Erica Ramirez, Board Administrator