

**DRAFT - 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, September 20, 2021, at 5:30 PM via Teleconference through Zoom.

**BOARD DIRECTORS PRESENT:** MaryLou Leonard (President), Leo Buc (Vice President), Larry Mayfield, Steve Oliveria, Angie McChesney (Secretary), John Bailey (Treasurer), and Beth Salomone

**BOARD DIRECTORS ABSENT:** None

**MEMBER-OWNER:** Tim Dolan

**STAFF PRESENT:** Lori Rosenberg (General Manager)

**GUESTS:** None

President Leonard called the meeting to order at 5:30 P.M.

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

Board Member Mayfield **MOVED to approve the agenda.** Seconded by Board Member Salomone. **MOTION PASSED.**

Yes: Board Members;  
Oliveria, Mayfield, Buc, Salomone, Bailey, Leonard, and McChesney

Absent: Board Members;  
None

3. **Recommendation by BDC & Vote on Tim Dolan**

Board Member Mayfield stated that the Board Development Committee has recommended that the board vote on Tim Dolan becoming a Board Member. All board members approved Tim joining the board and his board term will be until 2024.

4. **Board Education:**

Board Member Mayfield stated that everyone should have received the board evaluation questions. There was a discussion on the Board Evaluation, the BDC committee made some suggestions. Board Member Salomone stated the evaluation should be tied to what we are doing and is that happening and completed. There are too many questions and some questions can be eliminated. The rating system was a little convoluted.

There was discussion on the purpose of the board evaluation and follow through on the results. It was suggested that the BDC could develop three to five goals for the outcome of the survey for the year. GM Rosenberg stated that we might want to do a meeting on the board evaluation and have Board Administrator Ramirez transcribe the meeting. VP Buc stated that we could send the survey out via SurveyMonkey, he will be taking lead on getting the survey out to the board then BDC will bring back the results to the board.

## 5. Consent Agenda:

Board Member Salomone **MOVED to approve with the correction as presented by Board Member Salomone.** Seconded by Board Member Mayfield. **MOTION PASSED.**

Yes: Board Members;  
Oliveria, Mayfield, Buc, McChesney, Salomone, Bailey, Leonard, and McChesney

Absent: Board Members;  
None

## 6. GM Report:

VP Buc inquired as if there is a timeline on the second fire clean up? GM Rosenberg stated that conversations with the Fire Chief and that it would be a couple of weeks before clean up and the Ukiah Building Inspector said that same thing and that it is the responsibility of the owners, and then if nothing is done she will follow up. There are also rumors that they will be rebuilding.

Board Member Bailey inquired if the Solar project has started. GM Rosenberg stated that it has not started and we have needed a couple of items from them to start and we are having some issues in getting in touch with them. There was also a question on what was lost in the shed and if we are able to replenish. GM Rosenberg stated that we had a lot of items for the kitchen that we bought in bulk such as containers and so forth but they are all gone due to the fire and we are having issues getting those items replaced due to demand and supply.

GM Rosenberg stated that August was a great month for sales. VP Buc inquired about a sales report that shows new vs current customers and shopping. GM Rosenberg will follow up and get back VP Buc on that question.

GM Rosenberg stated that Marketing Manager Boyd is going to mailing those new residents that just moved into the area.

GM Rosenberg stated that they are getting letters from vendors saying that prices will be increasing and it's not just the Coop but it's happening all over with the increase in prices.

## 7. Strategic Plan Work Update:

VP Buc stated that since our last board meeting there has been pretty substantial updates to the worksheet we're getting really close to a finished product. We have another strategic planning meeting this Wednesday. President Leonard inquired if Tim Dolan has been included on the

invite from Scott. GM Rosenberg stated that we're having a meeting on Wednesday the 22nd and then one on October 21st and that she will have Scott send Tim Dolan all the materials for review to get a sense of where we are in the process. VP Buc stated that to give everyone an overview of where we are in the process, we have continued the strategic planning committee meetings with staff, management, and members of the board. Everyone should have received the agenda and worksheet for Wednesday earlier today. This week we are working on finalizing the goals and tactics through the meeting. If you are not able to attend the meeting please read the materials in advance and submit a written response, because from here where we go as we have this meeting we incorporate the discussions in this meeting into a working final draft.

## **8. GMEC**

President Leonard stated that we have changed the timeline of the process and not just for this year but going forward as well. All of the Managers have done evaluations on the GM. GM Rosenberg will need to give her report for the month of October to President Leonard by the end of the month. President Leonard reviewed some of the feedback provided by the Managers of their request on their responses being confidential.

## **9. In-Person Meeting October**

No in-person meeting next month at this point in time we will be doing meetings via zoom. There was a discussion on maybe the Board meeting in a social outdoor setting just to connect. Board Member Bailey stated that it could be at this house as he has a big yard.

## **10. Diversity, Equity & Inclusion:**

Board Member Bailey stated that the Finance committee talked about it and that we need to encourage that more members join the committees and then how do we as a Board incorporate DEI into the board and then within all of our committees. It was stated that we might want to bring someone in like a facilitator to come in and assist us with this topic. This will be tabled for January for a further discussion to see who has the bandwidth.

## **11. Committee Attendance & Board Communications:**

Board Member Bailey just stated that this was addressed last month at the last meeting and just a reminder of how important it is for board members to attend committee meetings and so forth.

President Leonard stated that is what she wanted to say as well and that it can be a little frustrating when emails are sent out and not everyone replies to it when it's about a motion and so forth. We are all busy but if an email can be sent back that would be greatly appreciated.

## **12. Little Questions:**

Board Member Bailey inquired about where the 11% discount came from? GM Rosenberg stated that it used to be the staff discount and then it became the same for the board. The 11% was an odd number due to the math computation.

**13. Topics for Next Month:**

- Board Education
- Shopper Survey
- Scott Ormerod
- Final Remodel Report

**14. Closing and Evaluation:**

President Leonard adjourned the meeting at 7:10 P.M.

Next Meeting **October 18th, 2021** via Zoom

Submitted by Erica Ramirez, Board Administrator