

**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, October 21st, 2024, at 5:32 PM via Zoom.

BOARD DIRECTORS PRESENT: Gideon Burdick (President), Tim Dolan (Treasurer), Angie McChesney (Vice President), Steven Turner, Christine Rodrigues (Secretary), Ky Mayers, Steve Groff, Larry Mayfield

BOARD DIRECTORS ABSENT: Thomas Chandler

STAFF PRESENT: Lori Rosenberg (General Manager)

President Burdick called the meeting to order at 5:32 P.M.

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

Board Member Groff **MOVED to approve the agenda.** Seconded by Board Member Turner.
MOTION PASSED.

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

3. **Consent Agenda:**

Board Member Turner stated that a correction needed to be made to the finance minutes Board Members Turner and Chandler were not at the Finance Committee meeting in October.

President Burdick **MOVED to approve the consent agenda.** Seconded by Board Member Mayfield. **MOTION PASSED.**

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

4. **Finance Committee - Move to a financial review instead of an audit for the financial year of 2024**

Treasure Dolan stated that the Finance Committee and staff are recommending that we move for a financial review this year instead of an audit for the financial year of 2024. Every third year we do an audit and then the other years are financial reviews.

Treasurer Dolan **MOVED to approve moving to a financial review this year instead of an audit.**
Seconded by Secretary Rodrigues. **MOTION PASSED.**

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

5. GM Report:

GM Rosenberg stated that we had the wellness fair and there were a lot of giveaways and good feedback. There was a bulk sale on Saturday and sales were great. The parking lot was closed off from Gobbi Street and no notice so that has been crazy. Bagel Bar is still being evaluated for changes, the solar panels will be cleaned this week.

President Burdick inquired about how the CX survey was going. GM Rosenberg stated that so far it's going well, but there has been some feedback that hasn't been that great but we do have more positive than negative.

6. Marketing Budget Update:

President Burdick stated that he and GM Rosenberg talked about this. GM Rosenberg stated that some overstating happened in certain areas within the budget. We might be spending at least \$20k.

7. Committee Reports:

Owner Relations - Board Member Groff stated that a Board Member will be writing something in the Beet each quarter. There was also a discussion on Meet a Board Member at the Coop.

Board Development - Board Secretary Rodrigues reported that the committee didn't have a meeting this month but there was a meeting with Marketing Manager Nelson on the board application.

Finance Committee - Treasurer Dolan gave an overview of the Finance Committee report.

GMEC - No update/Report given.

Strategic Planning - No Report

Farmer Loan - No Report

Executive Search - No Report

8. Topics for Next Month:

- Strategic Planning

- Executive Search

9. **Closing and Evaluation:**

President Burdick adjourned the meeting at 6:15 P.M.
The next Meeting is on **November 18, 2024**, via Zoom
Submitted by Erica Ramirez, Board Administrator