



## Board of Directors Meeting October 24, 2011

Community Room ♦ Outpost Natural Foods ♦ 2826 S. Kinnickinnic Ave. ♦ Milwaukee, WI 53207

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The October 24, 2011, meeting of the Outpost Natural Foods Board of Directors was called to order at 6:00 p.m. by President Peter Hammond.

### In Attendance:

#### **Board Members:**

Ettenheim, Nancy – Present  
Garr, Suzanne – Present  
Hammond, Peter – Present  
Kort, William – Present  
Merges, Tracy - Present  
Osowski, Kathy – Present  
Rindt, Terry – Present  
Zimmerman, Chris – Present

#### **Management:**

Pam Mehnert, general manager

#### **Others in Attendance:**

Lisa Freed, office manager

### **REVIEW AND APPROVE AGENDA**

The EEOC Report was removed from the consent agenda for discussion. With that change, the agenda for the October 24, 2011, Board of Directors meeting was approved.

### **CONSENT ITEMS**

1. Minutes from the September 26, 2011 Board of Directors Meeting.

### **DISCUSSION ITEM**

**EEOC Report.** Pam Mehnert provided information regarding Outpost's recruiting and hiring efforts to increase diversity within Outpost staff.



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### **DEVELOPMENT**

**CCMA Review.** Will Kort provided the Board with a synopsis of workshops he attended at CCMA. Members of the Board requested additional details about the sessions, including alternative approaches to policy governance and the opportunities for cooperatives in turbulent economic times.

### **MONITORING**

**Strategic Initiative: Community Relationships – Final Report.** Pam Mehnert provided additional information regarding Outpost's Early Bird program and the success of a recent ownership drive promoted through social media.

**Strategic Initiative: Operations Systems – Final Report.** Pam Mehnert responded to Board questions regarding the measures and data used to report labor efficiency, inventory turns, and central food production.

**Strategic Initiative: Owner Interests – Final Report.** Pam Mehnert responded to questions about local sales and the distribution and objective of Graze magazine.

**Board Bylaw Review.** The Bylaw Committee suggested future agenda time to discuss Outpost employees serving on the Board of Directors. The Bylaw Committee will provide Board members with additional information for consideration. Nancy Ettenheim will contact Joel Kopischke at CDS to obtain other cooperative information on this issue.

### **PLANNING**

**New Director Orientation.** New director orientation will be held on a Saturday in November. A date will be selected after the election. Tracy Merges and Chris Zimmerman will serve as mentors for any new director.

**Finalize Board Officer Candidates.** All current Board officers confirmed they would like to continue in their respective positions for the 2011-2012 fiscal year.

### **LINKAGE**

**Owner Engagement Committee/Annual Meeting Plans.** The Owner Engagement Committee will work with management to develop engagement opportunities at the annual meeting. A summary of owner engagement will be included in the annual report.



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**Future Owner Engagement Activities.** Directors Suzanne Garr, Kathy Osowski, Tracy Merges and Nancy Ettenheim spent time this past month at various ONF stores encouraging owners to vote. Kathy urged other board members to support voting activity in stores the upcoming last weekend of voting.

**Board Web Update.** All Directors were encouraged to make submissions to the Board website.

### **NOMINATIONS**

**Board Election Process Update.** October is director election month. Election promotional efforts this year included emails, social media, on-site posters and Board presence at the stores.

**BEGIN CLOSED SESSION: 7:35 p.m.**

Personnel Issues

**END CLOSED SESSION: 9:05 p.m.**

### **MEETING EVALUATION**

The Board met expectation in all area.

### **ADJOURNMENT**

The meeting adjourned at 9:06 p.m.

### **NEXT MEETING**

The next Outpost Natural Foods Board meeting is November 28, 2011, at 6:00 p.m. in the Community Room at the Bay View store, 2826 S. Kinnickinnic Avenue.