

**LMC Board of Directors Monthly Meeting
July 19, 2022, 5:45 pm**

Attendees:

Michael Smith	Valerie Smith	Lea Quale
Liz Davenport	Maggie Seeley	Nickie
Nina Rosenberg	Peter Chestnut	Carla Baron
Kari Sutton	Elias Murray	Jonathan Loth
John Kwait	James Esqueda	Ryanne Hoogeboom
	Rob Dixon	

Member Comments

- Carla Baron
 - Avanyu timeline (Rio Grande vs. Avanyu schedules, staffing, etc.)
 - Can you put the Marketing Analysis for Avanyu on the website for members to view
 - Caution re: Columinate advice (site WS issues)
 - Paper version of The Bean
- Valerie
 - The 2 stores will overlap so there will be no loss of service to customers
 - WS was a totally different situation – there were shoppers in the area but they were not OUR shoppers
 - We have a much better marketing company doing the evaluation/projections
 - Re: Marketing Analysis on web, it is a proprietary internal document
 - Columinate is not involved in this project. They only consult with the board and offer trainings
 - For other questions, please use TalkWithTheBoard@LaMontanita.com. We answer each communication individually
- GM
 - Forecast opening of Avanyu August 2024
 - Marketing survey done by a local company, not a national one (lesson learned from WS)
 - WS case study projections were overly optimistic (WS *never* reached the projected sales numbers)
 - The lease was bad for us
 - At Avanyu we are entering into a relationship with the 19 Pueblos where everyone they do business with is family
 - The Bean has gone digital
 - There will be no more paper copies
 - Winter 2021 was the last paper copy
 - There was no Spring 2022 issue
 - In conjunction we are revamping the website

Approve June Board Minutes

- Original Minutes reviewed
- Vote to approve unanimous

Finance Committee Report

- Board 2023 Budget
 - Board members present at meeting voted unanimously to accept the proposed board budget for 2023, with some changes to separate out consulting & other training expensed.

La Montanita Monthly/Quarterly Financials Fiscal Year 2021-2022

Indicator	Jun-20	Jun-21	Jun-22	Min. Target
Comp Sales	-4.79%	6.19%	1.95%	3%
Net Income	-1.63%	6.44%	-2.54%	1%
Days Cash on Hand	32.67	35.88	37.82	12
Current Ratio	1.59	3.82	3.97	1:1
Debt to Equity	0.86	0.26	0.28	<2

Period Ending **6/30/2022** Quarter: 4 Period: 10

Legend: At or above target
 Below Target

- We decided since neither James nor Rob nor John H were available, that we should schedule a special meeting of the Finance Committee to address the management items on our July FC agenda..
- Will review Budgetary Key Assumptions at the Special FC Meeting (**Wed. July 27 @ 6PM**)

Policy Committee

- Revised Ends Statements
 - LMC is a thriving community centered market where people can buy great food, knowing their purchases make a difference. We will:
 1. Make healthy food and goods accessible
 2. Promote environmental sustainability in our practices and products
 3. Champion local community and food systems
 4. Treat workers and shoppers with dignity fairness and kindness
 5. Be part of the process of creating a more just and equitable world
 - Comments:
 - Statement 1: Accessible? Available? Tabled for special meeting
 - Statement 4: Split into 2 separate statements?
 - Statement 5: Reword or delete?
 - Send your comments to Nina before the Special Meeting and she will consolidate them

GM FYI Report

- June Sales
 - Total coop comp sales were up 1.95% for the month
 - Gallup down 10.6%
 - Nob Hill up 1.9%
 - Santa Fe up 3.6%
 - Rio Grande up 6%
 - Distribution Center down 6.9%
 - Transactions are up 6.5% compared to last year
 - Our average basket size is \$36 compared to \$37 last year
 - Our average Distribution center order is \$660 compared to \$640 last year
 - Sneak Peek for July – comp sales trend at 5.97%
- Membership
 - July is our annual member-owner survey month!
 - We currently have 1101 digital entries and 100 paper copies
 - Last year we had a total of 1856 digital entries and 634 paper copies
 - More to come next month
- Round Up for Change Program
 - The June Round Up for Change recipient was El Morro Feed & Seed. We successfully raised \$9,156 for the organization in June
 - El Morro Feed & Seed's mission is to maintain, nourish and grow their rural country store using community-based, earth-centered and inclusive methods near Ramah, NM
- Budget Status
 - Management is working on the final adjustments and capital expenditures plan for the next fiscal year
 - We are excited to continue to refresh our stores & DC upgrading our equipment and infrastructure

GM Monitoring Report – Financial Conditions Q3

GM Monitoring Report Highlights

Policy L3: Financial Conditions, 3rd Quarter FY '22

General Management presented Policy L3: Financial Conditions, third Quarter FY '22. Three out of the nine key performance indicators needed improvement. Management discussed the steps to improve performance for each area respectively. Board voted unanimously to accept the L3 report and steps to improve performance.

Board voted unanimously to accept the L3 Report and Steps to Improve Performance

October Annual Meeting

- After discussion board would like to see an in person meeting with Zoom optional
 - Would need to be outside
 - Need quality IT support for the Zoom participants

Notes from the Chat:

From Nicki to Everyone 06:26 PM

Thought: we ought to advertise or have some kind of interaction with New Mexico United football team. We would reach so many people and raise our profile by miles. Their home games are on ESPN+ and reach a huge audience. It would be a great association with lots of possibilities – healthy eating, kids sports, women's sports, a chance to educate and get our name out there.

From Rob Dixon to Everyone 07:59 PM

Every time there is a new card with more cash back or similar benefits, the more retailers pay for it in merchant fees. There was a big push to install crypto ATMs in grocery stores last year. We passed on the opportunity.

