

Sioux Falls Food Co-op Board of Directors Meeting
May 14, 2025
12pm in person and via Zoom

Attendance:

Name	Present	Absent
Patrick Sayler (GM)	X	
Katrina Lehr-McKinney	X	
Alex Halbach	X	
Rika Peterson	X	
Michael Haskett	X	
Mary Campbell	X	
Jill McManus		X
Nathan Gaut	X	
Dan EisenVos	X	
Jamie Hendrickson	X	

Meeting called to order: Lehr-McKinney

Consent Agenda and B1, B3, B5 January-March Minutes: Haskett approved, Hendrickson seconded

Regular Agenda

- GM Report
 - April 2025 snapshot:
 - 23% of sales were local; 35% organic.
 - Sold 1,687 \$5 dinners.
 - Sales growth YOY: 8.82%
 - Gained 14 new owners.
 - Owner sales accounted for nearly 41% of sales.
 - Four new LINC owners added.
 - Something for the board to be curious about: Does owner status increase loyalty/shopping frequency- is there a correlation between ownership and spend?
- B5 Consumer Report
 - B5 goal accomplished: launched customer satisfaction/experience survey.
 - 2025 monthly customer count continues to grow.
 - Established new criteria for member/owner count. This decreased the overall number but makes the count more accurate. A focused campaign on engaging dormant/disengaged member/owners is ongoing.
 - Will likely phase out the comment card customer feedback method as online feedback methods are increasing in popularity.

Board Discussion

- **Retreat:** recap report is posted
- **Dividends/Loan Payment approval**
 - This approval will pay off and issue dividends and distributions based on accumulated preferred returns on equity investments 1/1/24 through 12/31/24.
 - Vote: Hendrickson approved, Campbell seconded
- **Elections Committee:**
 - Anticipate one open seat for the 2025 election. Jill McManus will be stepping down from the board at the end of her term.
 - The elections committee will focus on recruiting new board candidates in the coming months.
 - 2025 elections committee members include: Lehr-McKinney, EisenVos, and Gaut.
- **Board Education Program w/Hether**
 - The board set intention around the board education program:
 - Reach agreement on specific topics of interest.
 - Invite Hether to provide education quarterly.
 - Tie learning/topics to strategic questions facing our Co+op right now.
 - Q2 education report will focus on board schedule and reporting.
- **Engagement Committee – will provide report in June.**
- **Ends Working Group – Paused for now.**
- **Board Education:**
 - Columinate has started to build out the 2025 schedule: <https://columinate.coop/events/>

Closings

Next Board Meeting scheduled for June at StartUp Sioux Falls and Zoom.

Meeting adjourned by Lehr-McKinney. It ended at 1:15pm.



Rika Peterson, Secretary