

Minutes, New Leaf Market Board of Directors Meeting, October 29, 2007
New Leaf Market Expansion Space 1235 Apalachee Pkwy, Tallahassee, FL 32301

SUMMARY

Meeting Decisions/Assignments

- There was a 17% jump in sales from last September.
- There are 6 issues that the BOD will focus on in the upcoming year:
 - Owner Communication
 - Critical Issues in Expanding the Owner Base – Benefits and Obstacles
 - Ends policies – Review and revise with language to measure outcomes
 - Term Limits and Elections
 - Changing the Reporting Mechanisms for Financials and Expansion
 - Other services needs for future focus on Community Health
- Darlene will email the schedule for working the owner drive table.
- Elections committee will meet with Madelon Horwich and Janette Reed regarding BOD appointment.
- Newsletter topics with a Dec 3 due date:
 - June and Joshua will collaborate on an article about the BOD workshop.
 - Dave and Larrane will work on an article that encourages people to increase their contribution if their original membership was less than \$100
- Joshua will be talking with Marilyn and reporting back to the BOD regarding the Ends Policies Draft
- Chuck and Larrane will work on the 2008 BOD calendar.
- Candice will make the change in the Owner Communication policy and bring the new page to next months meeting
- Dave will prepare something for term limits and elections.
- Dave and Chuck will collaborate on Reporting Mechanisms.
- Darlene will email everyone with a description of her BOD responsibilities

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Call to Order: @ 7:02 pm by Heidi Fox, BOD Facilitator

Present: Chuck Hungerford, President; Candice Parker, Vice Pres; Jim Terrell, Director; Larrane Hartridge, General Manager; Dave Watson, Corporate Secretary/Treasurer
Joshua Youngblood, Director; Darlene Duran, Director; Jennifer Agabiti Hall, Director;
Heidi Fox, BOD Facilitator; Ashley Arrington, Recording Secretary; Janette Reed, Guest

Absent: June Wiaz, Director;

Introductions: All in attendance gave brief introductions.

Owners Forum: None

Agenda Review: See Attachment

- Add: ownership drive table

Minutes Approval:

- The board approved minutes for September 24, 2007 with no corrections.

President's Report: See Attachment

- **BOD Workshop Summary**
 - Thank you to Candice for hosting the event. The workshop summary statements were emailed to BOD members.
- **Committee Work Plan Proposals**
 - We need to talk about whether to merge, or to replace the committee work that we had previously discussed with the items that we identified at the retreat.
- **2008 BOD Calendar Draft**
 - We need to begin drafting our changes and putting together a BOD calendar for 2008. Chuck will work with Larrane on scheduling monitoring and financial reports. We would like to change some financials back to quarterly rather than semi-annually.
 - We need to choose someone to take on Darlene's responsibility of updating the BOD calendar on the website.

Monthly Financials: See Attachments (7:10pm)

- Sales in September were great. We had a 17% jump from last September.
- We had 47 new owners last month.
- There is a 12 page sales flier going out in Sunday's paper with a 10% coupon. We are hoping to encourage more people to become members as they come in to use the coupon.

- We have 100% construction documents. We met with MadDog about phasing. They have already begun the permitting process so that they can begin demolition.

Questions

Dave: There is \$100,000 on our cash flow analysis for each month under store expansion 2007. What is that?

Larrane: That is the money that Talcor gave us. That money is in the bank.

Expansion Committee Report (7:18pm)

- Dave passed out a summary of the decisions that were made at the retreat regarding the expansion and the financial updates the board would like to see. The report will be discussed at next month's meeting.

Board Decisions: (7:21pm)

- **Board Policy Governance Reports: None**
- **GM Policy Governance Reports: None**
- **PG Policy Updates**
 - There is a wording change needed in Owner Communication under 'k' on page 18. The words 'with them' will be removed from the second sentence.
 - Candice will make the change and bring the new page to next months meeting

Board Discussions: (7:23pm)

- **Fall BOD Workshop - Chuck Hungerford**
 - A workshop summary was sent to the BOD via email.
 - There were many issues, goals and work plans decided upon at the retreat.
 - There are 6 issues that the BOD will focus on first. The top 2 are:
 - Other services needs for future focus on Community Health – Josh is lead, and Chuck and Jenn are on this committee
 - Critical Issues in Expanding the Owner Base – benefits and obstacles – June is lead and Jim is also on this committee
 - The additional 4 issues that we want to work on are:
 - Ends policies – Joshua will be talking with Marilyn and reporting back to the BOD.
 - Term Limits and Elections – Dave will prepare something for next month.
 - Changing the Reporting Mechanisms for Financials and Expansion – this is a calendar issue – Dave and Chuck will collaborate on this item.
 - Owner Communication.
 - We need to identify who wants to work on these 6 items as well as a chair persons for the committees. It was recommended that committees prepare a one page overview of what we are going to do by the end of the January meeting.

- **Prior Committee Proposals Merge –or- Replacement with Fall Workshop Proposals – Chuck Hungerford**
 - Prior committee proposals will merge with issues identified at the retreat.
- **New Board Member Candidate Recruitment Update – Jim Terrell**
 - We have 1 BOD seat open and 1 seat almost open.
 - Maddie Horowitz is interested in serving on the Board. Chuck said that she was very interested.
 - Janette Reed, who is here tonight, is very impressive and hopefully interested in joining us. She is interested in getting some more information.
 - The election committee needs to confirm that Maddie is interested before we appoint her.
 - The elections committee will meet with the two possible BOD candidates for the purpose of nominating them for board consideration.
- **Workshop Evaluation Results – Chuck Hungerford**
 - The results of the evaluation were sent out through email
- **CBLD 2008 Contract – Chuck Hungerford**
 - This discussion will be scheduled for next month’s meeting
- **Owner Drive Table – Darlene Duran**
 - We still need people to work the owner drive table.
 - The newsletter deadline is Dec 3. Does anyone have something to write about?
 - We should discuss article length in the future. Do we want to go back to 1 page articles?
 - June and Joshua will collaborate on an article about the BOD workshop.
 - Dave and Larrane will work on an article that encourages people to increase their contribution if their original membership was less than \$100.
- **Darlene’s Responsibilities**
 - Darlene will email everyone with a description of her responsibilities so that the BOD can decide who will take them over.
 - Jim is willing to do the newsletter, but does not feel comfortable working on the web page.

Upcoming/Current Issues:

Review Meeting Decisions/Assignments:

- There was a 17% jump in sales from last September.
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Calendar/Monitoring Schedule:

- **II-H BOD Dev. And Continuation – Joshua Youngblood, Jim Terrell**
- **IV-C Staff Treatment – Larrane Hartridge**
- **IV-D Financial Cond. and Activities – Larrane Hartridge**

December 3, 2007 Agenda items:

- **Darlene’s BOD responsibilities**
- **CBLD contract - Chuck**
- **Discuss high springs coop – Joshua**
- **Discussion on term limits - Dave**
- **Information on pricing a mailer - Dave**
- **New BOD member nominations - Jim**
- **BOD calendar for 2008 – Chuck**
- **Ends Policies draft - Joshua**

Meeting Evaluation: All participants were given an opportunity to evaluate the meeting.

Adjournment: Meeting was adjourned at 8:18pm

Respectfully Submitted,

Ashley Arrington, Recording Secretary

Approved by Board of Directors on _____ as witnessed by,

Chuck Hungerford, President

Dave Watson, Corporate Secretary/Treasurer