



**New Pioneer Board of Directors  
Open Session Meeting Minutes  
Wednesday, February 19, 2020  
National Co-op Grocers, Iowa City, IA**

Present: Caitlin, Kelli, Jon, Julie, Ramji, Wannette

Absent: None

Member Owners Present: Caroline Dieterle, Christine Newlin

Staff Present: Matt, Linda, Ryan, Amy

Meeting Called to Order at 6:32PM

**Member Open Forum**

Caroline expressed interest in learning about the process to replace Calvin Norris, Board member who resigned as of the January 2020 meeting. She also inquired about the bulletin board, signage and amenities in the Van Buren store, specifically regarding accurate signage at the hot table.

**Approval of Minutes**

Jon motioned to approve January 20, 2020 meeting minutes; Julie seconded; Approved 6-0-0

**Board of Director Appointment**

- Cal submitted a heartfelt resignation letter. Caitlin reached out to Christine Newlin to fill Cal's seat term ending 2020. Christine's has a background in asset management at the same organization as Cal, Aegon and ran for board election 2018.
- Jon motions to appoint Christine; Kelli seconds; Approved 6-0-0
- Caroline suggests a public announcement regarding Christine's appointment.

**B1 Financials and Finance Committee Report (Matt and Ramji)**

- Discussion TABLED

**B7 Board Communication Report (Matt)**

- Discussion TABLED

**B8 Board Support Report (Matt)**

- Discussion TABLED

**MindFire Consumer Research (Amy and Matt)**

- Matt explained that this is the first research we've conducted in over 30 years. Amy presented a plan through June including marketing mix, remarketing strategy with sales funnels and Gantt chart of media buying.

- Amy provided an overview of the consumer research presented last month by MindFire Communication. One goal was to gain understanding of what our members thought about the co-op. The sentiment was very positive and noted there was a high likely of respondents to recommend us. She also noted that there was a high level of engagement and participation from the respondents. The research provided substantial information regarding demographic overlays of shopper types in general and broken down by store.
- Value proposition and demographic overlays of shopper types were discussed. Caitlin inquired about specifics and strategy regarding value proposition as it seems there are multiple. Amy prioritizes product value and our values as an organization. The marketing team will be conducting A/B testing with 3-month chunks of data.
- Ramji inquired about judging the ROI for campaigns. Amy reiterated the marketing mix and the importance of funnels (Example calculating ROI based on a coupon). Amy noted focus on current shopper base and increase basket size for the long-term game. We arrived at have a tagline; Locally Owned – Community grown which is rolling out. Amy discussed the CR shopper profile and the purpose of a referral program and compared IC and CR shopper profiles. Wannette grappled with the IC shopper profile of older long-time members volatility. Caroline provided insight to the sense of community gone, community board was a hub for people.
- Caitlin and Kelli inquired further about the plan is to track progress. Ramji explained that it seems that we are asking two different questions: Finding KPI's and measuring ROI on campaigns (explaining their purpose). Amy discussed a few KPI's that stand out such as basket size but will take time and testing to come up with top indicators.
- Amy went over marketing mix stack/breakdown which provided insight on media buying channels; She explained that it doesn't always go into specifics on the topic. They have a monthly tactic breakdown and themes. With the website revamp, website traffic is up 188% YOY which Amy attributes to increased UX (it's more navigable). The marketing team will be refining website content in the near future. Amy provided a preview of branded content examples for digital/website – a focus on local driven content based on consumer research findings.
- Jon noticed the word "Member" and asked if "Owner" is going away. Matt discussed the perceptions of the word "Owner" and explained that research shows that "Members" resonate better with potential shoppers. Jon asked about the definition of "pulse period". Amy explained thematic programing and marketing for the months in between big holidays for example. This is to ensure in-store messaging and other marketing avenues are aligned during those periods.

#### **Member Owner Relations Committee Report (Wannette)**

- The committee report and draft election schedule was included in this month's board materials. In observance of time we only discussed the draft election schedule in order to confirm Annual Meeting date and election schedule.
- The board will move the currently scheduled October 21<sup>st</sup> board meeting to the following Sunday, October 25<sup>th</sup> as the Annual Meeting date.

#### **Board Retreat (Kelli)**

- Board retreat conversation TABLED

Jon made a motion to adjourn; Ramji second; Approved 6-0-0; Meeting adjourned at 7:50pm.