



**KENSINGTON
COMMUNITY
FOOD  CO-OP**

Spring Membership Meeting

May 15th, 2021



Agenda

- ▶ Welcome
- ▶ Plugging in to Your Cooperative
- ▶ Checking In on Your Business
- ▶ Happening Now at KCFC
- ▶ Member Benefits
- ▶ Getting Engaged at the Committee Level
- ▶ Closing Thoughts and Q&A



Hearing From You...

Your Questions Answered

Your Senior Leadership



**Oren
Roth-Eisenberg**
President



**Scott
Haldeman**
Vice President



**Becky
Brown**
Secretary



**Rachael
Kerns-Wetherington**
Treasurer



Have a question? Put your thoughts in the chat!

Why a Co-op?

The 7 Cooperative Principles

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education Training and Information
6. Cooperatives among Cooperatives
7. Concern for Community

Our Collective Vision

KCFC Ends Statement

Kensington Community Food Co-op will sustain:

- ▶ a thriving, healthy community and environment
- ▶ principles of equity and justice in the business of the Co-op
- ▶ a vibrant cooperative economy
- ▶ an active and engaged membership
- ▶ and a community educated in social, economic, and food justice

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Learning More about the Board of Directors

Election Season is Here

The Board of Directors

What does the Board do?

Executive-level
governance
over strategic,
financial, and
social health of
the business

Governance

Be the voice of
the Membership
in our business
and within the
community

Voice

Help shape the
long-term
strategic vision
for KCFC and
planning for
growth

Vision

What kind of things does the Board do?

Future Plans, Goals, and Activities

- ▶ Long-term strategic and financial planning
- ▶ Ensuring accountability to our ideals, performance, and financial health
- ▶ Advocate for KCFC interests in local politics and government, including issues of revitalization, zoning, and policy
- ▶ Improving member participation in the business
- ▶ Increase KCFC connection, partnership, training, and knowledge sharing with other co-ops
- ▶ Expand KCFC's philanthropic reach and relationships within the community

Join the KCFC Board of Directors

Expanding Board Diversity and Experience

We want more voices, backgrounds, and ideas around the table!

We are actively looking for engaged members who can bring their skills to a leadership role:

- ▶ Finance, Accounting, and Business Planning/Strategy
- ▶ Justice, Equity, Diversity, and Inclusivity
- ▶ Neighborhood Partnerships and Development
- ▶ City Administration and Politics

Passion rules the day... No professional experience required

Co-ops rely on engaged membership

Why Join the Board?

While there are many joys, at the end of the day:

You care about
KCFC

You want to give
back to the
community in a
meaningful way

You want to
grow your skills
and get valuable
experience

The Commitment

What It Takes to Join the Board

- ▶ You envision serving for a three-year term
- ▶ You are an active member of KCFC
- ▶ You are willing to attend monthly Board meetings (second Thursday of every month from 7-9pm)
- ▶ You have capacity for 3-5 hours of volunteer work per week
- ▶ You commit to the fiduciary responsibility of supporting KCFC financially (shopping in the store and cafe!), and pledge to act in the best interest of the Co-op

Election Season is Here

How the Election With Work

- ▶ Applications submitted by **Saturday, May 22nd**
- ▶ Information about the candidates will be distributed via social media, newsletter, and website
- ▶ Voting opens **May 28th** using Helios (Check your spam folder!)
- ▶ Voting closes **June 9th** and elections are certified at the June 10th Board meeting (7pm)
- ▶ Email Oren at president@kcfc.coop for an application, or if you'd like to learn more about the role

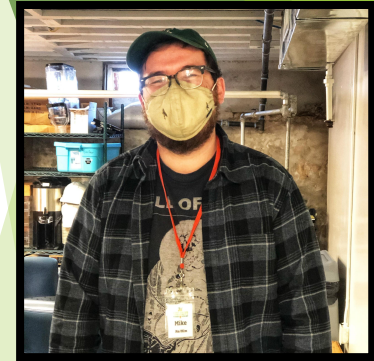
More info at <http://kcfc.coop/ownership/join-the-board/>

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Checking in on Your Business

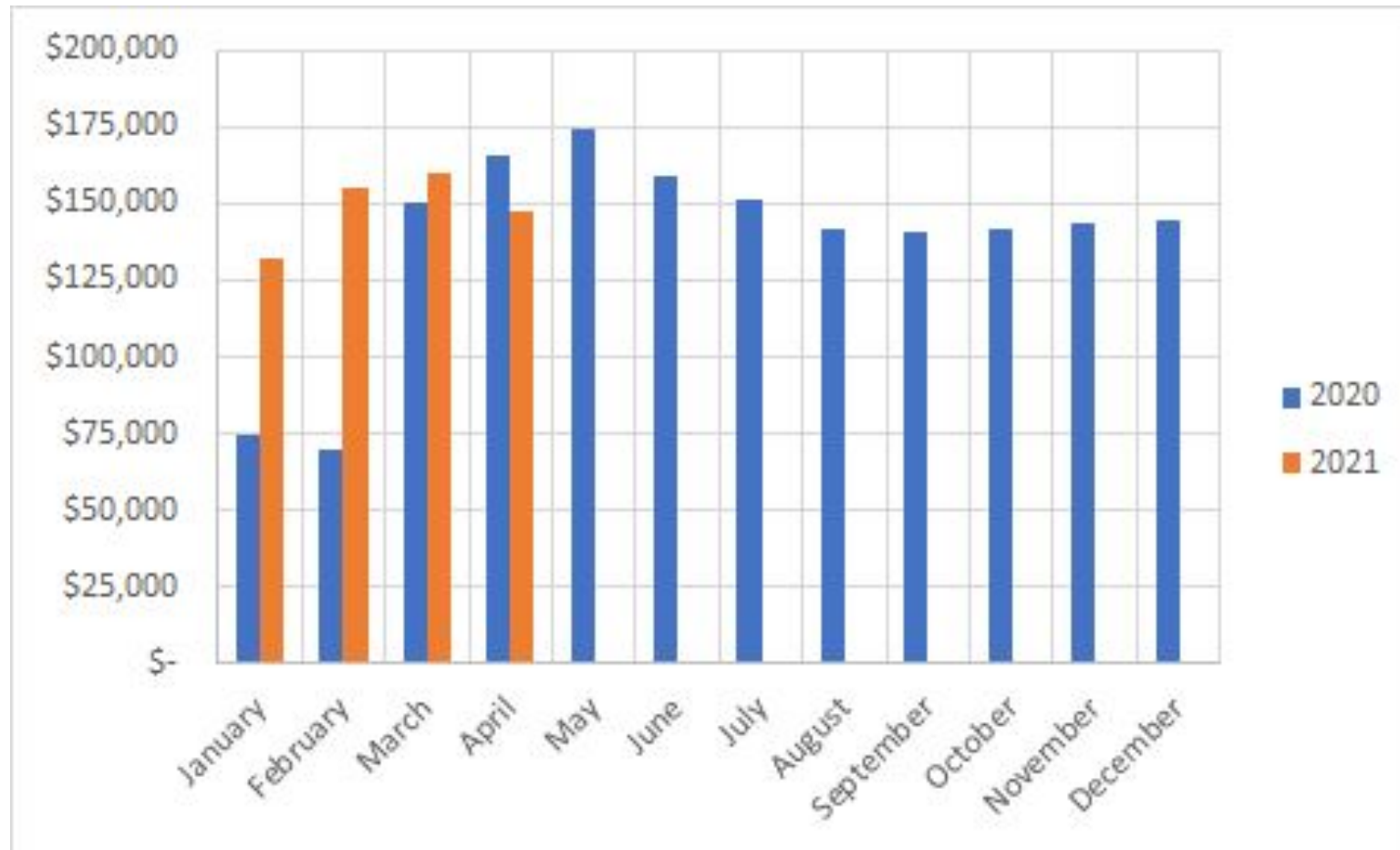
Our Staff

- ▶ THANK YOU TO OUR STAFF!
- ▶ Our new Marketing Coordinator starts next week!
- ▶ We are looking to start the search for a Cafe Manager



An Update on Your Business

Continued Strong Sales Through 2021



An Update on Your Business

Membership by the Numbers

- ▶ Number of member-owners: 1,408
- ▶ Dollars spent by member-owners: \$340,845
- ▶ Average basket size: \$39.92
- ▶ Non member basket size: \$28.21
- ▶ Percentage of shoppers: 42%
- ▶ Percentage of sales: 50%

Membership are contributing a greater share of our business than ever before!

Some Reminders

Grocery in the Era of COVID-19

- ▶ Store hours **10AM – 8PM EVERY DAY**
- ▶ **9AM – 10AM RESERVED** for high-risk shoppers
- ▶ Personal shopping bags are **NOW ALLOWED**
- ▶ **Masks required** for everyone over 2 years old (per CDC)
- ▶ Limit **10 shoppers** at a time

We will continue to monitor and update our protocols and policies on OUR timeline and will remain compliant with state and CDC guidelines.

An Update on Your Business

Member Loan Repayment

- ▶ Member loans were an important role in KCFC's startup funding, totaling over \$300,000 contributed by members
- ▶ KCFC paid back all member loans that have matured in 2020
- ▶ This is an incredible feat for a young co-op: many startups must vote to defer loan repayment
- ▶ Members who made a member loan and collected interest should have received tax info (1099-INT)

THANK YOU FOR YOUR SUPPORT!

Immediate and Long-Term Growth Strategies

Five-Point Strategic Plan

- ▶ **Improve product mix and pricing** focused on offering more affordable choices across the store
- ▶ **Enhance marketing execution and commit more resources** to drive new and repeat traffic to the store, educate shoppers, and promote utilization of Co-op friendly programs
- ▶ **Deepen membership engagement** as invested stakeholders in the business
- ▶ **Expand customer reach** in untapped communities near the Co-op through programming and outreach
- ▶ **Strengthen financial position** through increased capitalization, operational efficiencies, and driving more sales by improving the shopping experience

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Happening Now
at KCFC

A Celebration of our Co-op and our Vendors

KCFC's 2nd Anniversary Birthday Jawn

- ▶ Celebrated the 2nd anniversary of KCFC's opening with an Vendor's Market in the store parking lot
- ▶ 15 vendors attended
- ▶ Several baskets were raffled off, with all proceeds going towards our community fridge
- ▶ Due to the success of the event, we are planning more markets going forward



Giving our Neighbors a Helping Hand

Coral Street Community Fridge

- ▶ The Coral Street Fridge is now open in front of the Co-op to help anyone in need
- ▶ Neighbors can donate dry goods, produce, etc. to the two fridges
- ▶ You can also financially contribute by sending money via Venmo (@coralstreetfridge) or CashApp (\$coralstreetfridge)
- ▶ Follow them on Instagram (@coralstreetfridge)



Innovation in Action

Since Our Last Meeting...

Self-service bulk bins are back!



Wine by the Bottle in the Cafe!



Expanded Bread and Produce

Kismet
BAGELS



Lost Bread Co.

Plus hundreds more new items added including from local vendors

Guiding your choices

Color Coded Carrot Product Guide



Innovation in Action

On the Horizon...

- ▶ Continuing to expand product selection
- ▶ Farmers Market this summer on Wednesday evenings
- ▶ Online ordering and delivery service
- ▶ Re-opening the Café

Member Benefits

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As of January 1, 2021

Member Points Program

A points-based rewards program exclusively for member-owners

1 POINT EARNED

for

EVERY DOLLAR YOU
SPEND

EARN BACK \$10.00
every 200 points
you collect

AUTOMATICALLY
DEPOSIT REWARDS
in your Co-op Ca\$h

OVER \$12,000 in
points earned by
Members
SO FAR!

Taking Full Advantage

Other Benefits of Membership

- ▶ Exclusive in-store savings including Member Points Program
- ▶ Volume discounts on bulk orders
- ▶ Shop Local Program with discounts to over 50 local business partners
- ▶ A vote in the annual Board elections and a say in *your* business
- ▶ Share in our growth and our collective success

Not yet a member-owner?
Sign up in store and enjoy the benefits.

Two ways to join:

- ▶ \$300 one-time payment
- ▶ \$25 installment every 6 months

Additional Support for Neighbors in Need

Food For All Program

- ▶ Assistance program for those who self-identify as food or financially insecure
- ▶ 10% discount on all purchases (excluding alcohol) continuing even during the COVID-19 pandemic
- ▶ Must be renewed annually
- ▶ Must be a member-owner but may utilize flexible payment plan to pay just \$10 per 6-month period
- ▶ Example eligibility includes receiving SNAP, WIC, Medicaid, SSI, or other assistance



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Getting Engaged at the Committee Level

Justice, Equity, Diversity, and Inclusivity

JEDI Committee

- ▶ Since our first meeting in November 2020, the JEDI committee has made progress with **bilingual signage and materials** in the store! We now have materials available in Spanish, including the membership application and store information
- ▶ We are continuing to work on expanding the **Food for All** program and the **Shop Local** program to further reflect KCFC's commitment to JEDI values
- ▶ JEDI meets via **Zoom** on the **3rd Wednesday** of every month from **8-9pm**. For more information or to get the Zoom link, please email kcfcjedi@gmail.com



A New Green Initiative

Environmental Committee

- ▶ In keeping with our Ends Statement of sustaining a healthy community and environment, KCFC's Environmental and Sustainability Committee (ESC) seeks to identify means by which we can improve our business in ways that will lessen our environmental impact and reduce our carbon footprint
- ▶ First committee meeting will be held on **Monday, May 24th 2021 at 7pm**
- ▶ We will discuss the general scope of the committee and start brainstorming ideas and programs
- ▶ Email Scott Haldeman (scott.j.haldeman@gmail.com) or Mike Richards (gm@kcfc.coop) to join the committee meeting via Zoom

Gathering Customer Feedback to Improve Our Store

Customer Experience Committee

- ▶ Launched Customer Experience Survey via e-newsletter
- ▶ All survey respondents entered to win a KCFC gift card... **and the winner is...**
- ▶ Next meeting **June 7th from 7-8pm**

A green speech bubble with a white border and a tail pointing towards the bottom left. Inside the bubble, the text "WE WANT TO HEAR FROM YOU!" is written in white, bold, uppercase letters.

**WE WANT TO
HEAR FROM YOU!**

Each out to Mike Richards (gm@kcfc.coop) or Nadia Schafer (nadia.m.schafer@gmail.com) to get involved and receive the Zoom link for the meeting

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Closing Thoughts on Cooperative Ownership