

MINUTES OF WCFC BOARD MEETING  
FEBRUARY 27, 2020  
LOCATION: DORAN INDEPENDENT INSURANCE

ATTENDING: MAUREEN BOORNAZIAN, CORINNE FERGUSON, CINDY GUTTMAN, NANCY PAPP,  
ERIN PERKINS (BY PHONE), DIANE ROCK (BY PHONE), CASSIE WILENSKY

UNABLE TO ATTEND: TINA COSTELLO, GAIL JOHNSON, SUSANNE RADEK

Corinne Ferguson opened the meeting at 3:30.

The minutes of the meeting of November 29, 2019 were unanimously approved.

Erin Perkins reported a large increase in supplement sales in January 2020 compared to the same period in 2019. The group agreed that finding funds to ensure a healthy supply of supplements at all times is critical. Although WCFC is becoming known for the quality of its supplements, it faces competition from Walgreens, and two other suppliers in Wolfeboro. Maureen Boornazian will ask her colleagues at Huggins Hospital if they can recommend an immune system booster, and a hand sanitizer product.

Discussion ensued about the best way to communicate with members as so many are not reading the newsletter. An example of this was how so few people were aware of our "February Sundays Food Informational" (Indian cuisine). Although customers enjoyed it, they came to it by chance. Going forward, Erin will print a copy of the letter for display in the store. In addition, Erin will look into getting a Google phone number for the store, from which we can send occasional text alerts to customers about events and discount days, and also received text requests for special orders and other questions. A calendar of events should be posted on the website.

Special orders are an important part of WCFC's business. The system for ordering should be refined so that there is a standard operating procedure that anybody managing the register can follow. Although there have not been many circumstances where customers have reneged on their orders, we will consider taking a deposit on certain items. Erin Perkins will take the lead on this.

WCFC will need to have new business cards printed. Erin Perkins will get a quote from Bill Swaffield and Julie Jacobs.

Corinne Ferguson will ask Jerome to go ahead with making additional signage for the store. The choice of the "#2" sign was unanimous. Jerome is offering a significant discount for this work.

There have been suggestions that WCFC take part in the July 4 parade as it is good publicity. Rather than have our own float, we will look to see if one of our farmers or other partners will be participating, and request that we add our signage to their float.

Michelle Caron started volunteering last week and has been very helpful to Erin. Ideally, we would have a volunteer at the store every morning or afternoon. The group agreed that a volunteer could enjoy a one-time purchase with a 10% discount for every 10 hours of completed volunteering.

As a result of some members giving an annual donation to the WCFC, and of them suggesting we make an annual fee a requirement, the Board agreed that we should let members know the needs of WCFC, such as a new refrigerator, a new vacuum, an oven etc, so that they can support us if they wish, and according to their means. Cindy Guttman suggested we create a Giving Tree in the lobby. Communicating this to members should be done by regular mail, with hand addressed envelopes. Nancy Papp and Corinne Ferguson will work on this.

Nancy Papp will be representing WCFC at the "End 68 hours of hunger" crockpot challenge fundraiser on Saturday 2/29/20. WCFC will donate a membership as a prize.

Nancy Papp has been working on new displays at the store. She will create a design for the entry window as it is currently empty, not inviting and doesn't tell our story.

Tina Costello could not make the meeting, but she is working on a series of health related talks. Maureen Boornazian has been working with her. The plan is to hold a talk at the library, on the first Wednesday of every month.

The Board has developed a list of new product ideas. The Marketing Group will come together to discuss these, but in the short term, all agreed that we should no longer purchase plastic bottled water, but rather water in recyclable paper boxes.

Corinne Ferguson closed the meeting at 5:10 and the group entered into Executive Session.