

## **New Deal Café Board of Directors Meeting Minutes**

June 25, 2012

Meeting called to order at 6:20pm

### Attendance:

#### Board of Directors:

Michael Hartman – president  
Bill Wilkerson – Treasurer/Secretary  
Lisa Voith  
Neil McConlogue  
Dorian Winterfeld

#### Audit Committee:

Tom LeaMond

#### Staff:

Terri Rutledge – General Manager  
Amethyst Dwyer – Bar Manager

#### Members:

Chris Logan  
Ed and Ronnie Scotkin  
Nancy Melandry  
Craig Tooley  
Joseph P. Harris

1. Approval of Agenda – unanimous
2. Approval of minutes from the 2012 Annual Meeting – unanimous
3. Approval of meeting minutes from June 4, 2012 Board Meeting - unanimous
4. Members/Visitors:
  - Ronnie Scotkin asked about an inventory of beer/wine. Bill says it's on a list of upcoming special projects.
  - Joe Harris wants to address the board.
  - Ronnie Scotkin gave report on Cooperative Alliance Meeting

Adjourn to Executive Session at 6:35

Motion: Michael, Second: Bill, vote: Yes: Michael, Bill, Neil No: Dorian, Lisa

Return to Regular Session at 6:40

Motion: Bill, Second: Michael, vote: unanimous

### Reports:

5. General Manager's Report (see report)
6. Chris Logan's report about new email system. (see report)
  - Motion for Chris to proceed with his plan.
  - Motion: Bill, Second: Michael, vote: Unanimous
  - Motion to put a notice on the website that any member of the cooperative may request to inspect the messages contained in the yahoo group.
  - Motion: Bill, Second: Neil, vote: unanimous.

### Old Business:

7. Renewal of Bans on Persons Prohibited from Café (deferred to Executive Session)
8. Tabled proposal from last meeting - Board Communication Procedure

Motion to hold a special membership meeting to amend the by-laws (as supported by the Robert's Rules of Order requirement that the conduct of the deliberative process via email be expressly authorized in the by-laws; in the interim the board inform the membership that the board is conducting communication outside of meetings using a Yahoo group; and the board inform the membership that any member of the cooperative may request to inspect the messages contained in the yahoo group.

Motion: Bill, fails for lack of a second.

### New Business

9. Discussion of Back Bar refrigerator to hold spare kegs

Motion: Terri and Amethyst should research options and report back to the board

Motion: Dorian, Second: Bill, vote: unanimous

10. Credit Card machine at back register

General Discussion. Terri thinks we should hold off for now.

11. Divestment from Bank of America

Terri will investigate options and report back to the board.

12. Membership drive update

Tabled at Michael's request

13. Audit Committee Report

See attached Audit Committee report

14. Proposed Contents of Board Handbooks/ Format for July 9 Board Training/Work Session

Bill proposes contents of handbook. Will review at July 9 meeting.

15. KMK Financial Report (2011)

Terri will ask Karim for report.

16. Utopia Film Festival

Michael reports that Utopia Film festival will show movies in café in October.

17. New Year's Eve - Proposal from Konrad Herling - The GM was directed to talk to Konrad and report back.

18. Use of Active Membership Fee.

Neil wants to give something back to membership who attended last annual meeting but made no formal proposal. The matter was referred to the GM for a report back on how the membership dues are used.

19. Design performance reviews for the General Manager and Bar Manager

Michael, Bill and Neil volunteer for this task.

Meeting Adjourned 8:10pm

Dorian Winterfeld, secretary

## Chris Logan's Report

Email System: Your Mailing List Provider (YMLP)

Opened New account: User ID: newdealcafe  
Password protected: Yes Dorian, Doug have it.

Currently YMLP has three Groups (i.e lists):

Membership: 249, Yahoo group: 230 and Test Group: 4

Note: is a Newsletter 436 ( system knows 43 duplicate addresses so people can be included on many lists)

Risk: No cost risk way for NDC to evaluate usefulness of bulk emailing.

- Free accounts can send up to 1,000 emails per month.
- Maximum number of contacts: 1,000 (we currently have 436)

### **Intermediate goals**

1. Obtain current and accurate email addresses for members and people interested in the café (Yahoo group).
2. Provide the cafe a central point to collect and maintain contact information.
3. Enable bulk email mailing to membership for improved communications.

### **Proposed Plan to accomplish intermediate goals**

1. Establish Gmail account for [Newdealcafe@gmail.com](mailto:Newdealcafe@gmail.com) for bulk email "From" address.
2. Send an introductory email to Members Groups that explains the NDC plan to improve communications via emails. Let member decide if they want to receive emails, change their email address (update or opt out).
3. Update all bounced emails to obtain accurate email address. All email addresses have the correct format but may not be an active address. YMLP removes bounced email addresses from the active accounts and provides a list of bounced email addresses.
4. Follow-up bounced addresses by reviewing addresses, contacting members and updating lists.

Note: Once established, membership email addresses can be maintained by the members.

### ***Proposed Draft emails to café members/ NDC Yahoo group members:***

The New Deal Café Board of Directors is pleased to announce a new email system designed to improve communications with café members/NDC Yahoo Group members. This first email is to ensure that your email address is current and you would like to receive future emails from the cafe.

Please review the "TO": for currency. If you want to update your email address, scroll to the bottom of this email and click on "Change Profile". By updating your email address you will automatically update you membership information.

We hope to send an email about once a month. If you do not wish to receive future Café emails please select "unsubscribe". This will not change your membership or Yahoo Group standing.

Note: if this email was send to your spam file, please click on the email and select the “Not Spam”. This will allow emails to go directly to your inbox.

Thank you,

NDC Board of Directors

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### **Long term YMLP Goals**

Provide ability to bulk emailing to specific groups: No limits on groups (one person can be in many groups with adding to the total email address account)

- Membership list (news items and/or newsletter)
- Yahoo Group
- Volunteers
- Bar tenders
- Sound technicians
- Marketing/Newsletter group (for example: about 190 people on the Yahoo are not members. A targeted email might get new café members)
- Music committee
- Performers (one email could be sent to many trying to fill an opening)
- Website Sign ups (requires upgrade: \$56 dollars per year)\*.

As people become familiar using YMLP, new ideas will be generated to improve communications and busy for the café.

\* Note: if one new member joining the café because of YMLP, that would pay for the system for one year and enable people to sign up from the website.

New Deal Café – Audit Committee Meeting Minutes  
June 13, 2012

In attendance: Tom LeaMond, Michael Stark, William O’Grady

All three New Deal Café Audit Committee members met and the following decisions were made:

- A committee chairperson was selected (Tom LeaMond)
- The committee decided that only one committee member would be required to attend any board meeting. Others may attend at their leisure however each committee member was assigned meetings (by month) that they would be responsible for attending in 2012.

July 2012, Tom LeaMond  
August 2012, Mike Stark  
September 2012, Bill O’Grady  
October 2012, Mike Stark  
November 2012, Gill O’Grady  
December 2012, Tom LeaMond

The committee decided that the assigned person for the month would be responsible for attending any NDC board meeting during the month, and/or coordinating a replacement if they are unable to attend. By December 2012 the board will assign months in 2013.

- The committee identified several initial areas of operation that it would like to review during its tenure. These points of audit (and the responsible committee member) include: finance, budget, and accounting systems (Mike Stark); employee compensation-payroll (Tom LeaMond); music copyrights and royalties (Bill O’Grady). These audit points will be presented to the NDC board in the June 25<sup>th</sup> meeting and full cooperation with the committee as they review these systems and processes will be requested. The committee also agreed to look for additional audit points where appropriate.
- The committee will ask the board to reserve five minutes in each meeting for an audit committee update. If the committee does not have anything new to report the committee member will yield their time in the meeting.