



The following **Annual Goals** are adopted as Board operational goals for the period of October 2011 to December 2012.

1. Increase number of members shopping in the store
2. Meet budget targets
3. Normalize operations (e.g. we are not a startup anymore)
4. Establish Co-op as a part of the Community
5. Increase awareness of Cooperative Values
6. Co-op continues to return the trust the community placed in the Co-op
7. Continue Board maturation

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The GM is to provide a weekly “dashboard” report on an informational basis. Such report will be delivered via email to the Board no later than Wednesday noon for the prior week. The “Dashboard” will contain, at a minimum, the following data elements, as well as any other information the GM feels is informative to the Board:

- Actual Sales
- Budget Sales
- Variance from Budget
- Prior Years Sales for same week
- Percent Growth over prior year
- Customer Counts
- Sales broken down by Member vs. Non-Member
- Market Baskets
- Highlights for the following areas:
  - Operations
  - Finance
  - Marketing
  - Human Resources
  - Executive

Ends and Executive Expectations and Limitation Reporting Schedule:

<b><i>Ends and Executive Expectations and Limitation Reporting Schedule</i></b>		
<i>Month</i>	<i>Policies</i>	<i>Executive Expectations &amp; Limitations</i>
January	Asset Protection	X5
February	Financial Conditions	X3 .7 Balance Sheet, Cash Flow & Income Statement (actual vs. budget) for Q4 of prior year  X3.1, X3.2, X3.3, X3.4, X3.5, X3.6, X3.8, X3.9, X3.10, x3.11 for Q4 of prior year  X3.12 for prior year
March	Annual Goals	Report on meeting Annual Goals
April	Customer Service Staff Treatment	X1 X2
May	Financial Conditions	X3 .7 Balance Sheet, Cash Flow & Income Statement (actual vs. budget) for Q1  X3.1, X3.2, X3.3, X3.4, X3.5, X3.6, X3.8, X3.9, X3.10, x3.11 for Q1
June	Counsel to Board	X6
July	Executive Succession	X7
August	Financial Conditions	X3 .7 Balance Sheet, Cash Flow & Income Statement (actual vs. budget) for Q2  X3.1, X3.2, X3.3, X3.4, X3.5, X3.6, X3.8, X3.9, X3.10, x3.11 for Q2
September	Conflict of interest	X8
October	Volunteering	X9
November	Financial Conditions  Budget	X3 .7 Balance Sheet, Cash Flow & Income Statement (actual vs. budget) for Q3  X3.1, X3.2, X3.3, X3.4, X3.5, X3.6, X3.8, X3.9, X3.10, x3.11 for Q3  X4
December	Data Privacy	X10