



BOARD RESOLUTION TO HIRE AN E-COMMERCE MANAGER

At the Thursday January 30, 2025, meeting of the Board of Directors of Society of St. Vincent de Paul Archdiocesan Council of St. Louis, the following recommendation was proposed and approved.

WHEREAS E-commerce is growing nationwide and presents an immediate opportunity to increase Store revenue, and SVdP National/Phoenix opened an e-store in October 2024, and

WHEREAS the Board approved establishing an E-commerce capability as part of the FY2022-2025 strategic plan. Goal 3-1b stated: "Based on a customer survey conducted by September 30, 2023, develop E-commerce capability to offer unique and high value items to a broad audience", and

WHEREAS the Board approved a capital expense of \$30,000 to establish the E-commerce capability, including the purchase of equipment and outside consulting site surveys, and

WHEREAS Council started E-commerce at Cool Valley in October 2023 with a projected revenue of \$300,000 in the FY2024 budget, and

WHEREAS many of our E-commerce customers were collectors, outside the state of Missouri, presenting an entirely different market and customer base than our regular thrift store shoppers, and

WHEREAS E-commerce activity was significantly reduced in FY2024 following the departure of the E-commerce manager in January 2024 and the corporate restructuring in July 2024, resulting in FY2024 net sales of \$85,801, and

WHEREAS the salary of an E-commerce manager is not in the FY2-25 budget, and

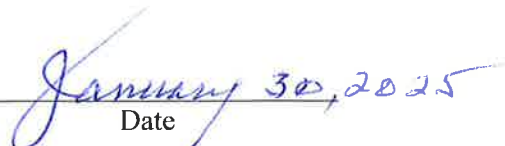
WHEREAS the Finance Committee on January 22, 2025, endorsed restarting E-commerce, utilizing Strategic Board Designated Funds (BDF),

THEREFORE, BE IT RESOLVED, that the Council is authorized to restart E-commerce by hiring an E-commerce manager and spending up to \$90,000 in restart costs and labor expenses in FY2025, and

BE IT FURTHER RESOLVED that:

- The E-commerce manager shall report to the Director of Stores
- The Stores Committee shall provide oversight of E-commerce efforts and perform a monthly review for the first 90 days of operations following the onboarding of the E-commerce Manager
- Revenue shall be such that all FY2025 E-commerce costs shall at a minimum cover all E-commerce expenses. If, by September 30, 2025, revenue does not cover all expenses, the Director of Operations or Executive Director shall present an improvement plan to the Board.
- The Council shall track E-commerce financial performance like a brick-and-mortar store location


Board Secretary


Date