Lumen Freight Q3 Strategy Review: Meeting Minutes

Illustrative example: Lumen Freight, its people, and every figure are fictional. Sections 6 and 7 are additions in this download. The AFFiNE template ends at section 5.

1. Metadata

Meeting:	Q3 Strategy Review, Lumen Freight (fictional)
Date:	Tuesday, October 6, 2026, 09:00 to 11:00
Location:	Board room 4 and video call
Participants:	Dana Ortiz (CEO), Aisha Khan (COO), Rafael Moreno (VP Finance), Leo Martins (VP Sales), Mei Watanabe (CTO)
Facilitator:	Dana Ortiz (CEO)
Note Taker:	Grace Okafor (Chief of Staff)

2. High-Level Summary

- Approved a same-day delivery pilot in two regions, starting Monday, November 2, 2026.
- Deferred the warehouse automation purchase to the Q4 review while a second vendor quote is collected.
- Held Q4 hiring at 12 roles until Finance presents a revised budget.

3. Agenda & Discussion Points

- Point 1: Q3 results against plan
  - Key insight: Revenue finished 4% below plan; the gap traces to two lost accounts in the North region.
  - Potential risk: Further North region churn in Q4 if service issues are not fixed.
- Point 2: Same-day delivery pilot
  - Key insight: Operations can cover the Central and East regions with the current fleet.
  - Potential risk: Driver availability during the December peak.
  - Alternatives considered: A national launch in January 2027, or a courier partnership.
- Point 3: Warehouse automation
  - Key insight: Only one vendor quote has been received.
  - Alternatives considered: Leasing the equipment instead of buying it.

4. Key Decisions

[ ] Decision A: Approve the same-day delivery pilot in Central and East from November 2, 2026, with spending capped at $180,000.
[ ] Decision B: Defer the automation purchase to the Q4 review on Tuesday, January 12, 2027.
[ ] Decision C: Hold Q4 hiring at 12 roles until the revised budget is reviewed.

5. Action Items

TASK DESCRIPTION	OWNER	DUE DATE	STATUS
Publish the pilot launch plan with regional targets	Aisha Khan	Fri, Oct 16, 2026	In Progress
Present a revised Q4 budget for 12 roles	Rafael Moreno	Tue, Oct 20, 2026	Not Started
Draft a North region retention plan	Leo Martins	Fri, Oct 23, 2026	Not Started
Get a second automation quote and lease terms	Mei Watanabe	Fri, Oct 30, 2026	Not Started

Status options in the AFFiNE template: Not Started, In Progress. Add Done when a task closes.

6. Next meeting (added in this download)

Q4 review, Tuesday, January 12, 2027

7. Approval (added in this download)

Draft circulated Wednesday, October 7, 2026. Corrections due by Tuesday, October 13, 2026. Approved at the next meeting.
Approved on: _____ As read / As corrected
Secretary or note taker: Grace Okafor (Chief of Staff)