

Hudson Grocery Cooperative
Board Meeting
February 12, 2013

Present: Suzanne Hambleton, Sarah Atkins, Cindy Landers, Bess Hambleton, Bridget O'Meara

Call to Order

A. Old Business / Month in Review

1. January board meeting minutes
 - a. Sarah moves to approve, Cindy seconds. Unanimously approved.
2. Amended policy docs circulated
 - a. Certificate of compliance: Sarah moves to approve, Suzanne seconds. Unanimously approved.
 - b. Those present complete their certificates and give to Suzanne for filing. Suzanne will get the form also from Steve (not present).
3. Mission Statement
 - a. Discussion of "St. Croix Valley residents, commuters and visitors" and use of present-tense language.
 - b. Final version of Mission Statement: *The Hudson Grocery Cooperative will be a community-owned, full-service grocery store that offers diverse food and product choices including organic, sustainable and regionally sourced options in the St. Croix Valley for residents, visitors and commuters. We serve as a local resource by providing practical health and food-related information, supporting responsible economic development, and working to build community through food.*
 - c. Tagline: *Building community through food.*
 - d. Bess moves to approve mission statement and tagline, Bridget seconds. Unanimously approved.
4. Results of volunteer recruitment email
 - a. Most responses came back for vendor relations. Discussion of committee assignments where people did not have a specific preference.
- 5.

B. New Business will be addressed at end of meeting

C. Board Reports

- a. President

- i. We have 101 owners, and Facebook page now has 315 followers. Daily website hits average 37.3, down from December and January.
- b. Vice President – will discuss under Marketing / Vendor Relations
- c. Treasurer
 - i. No present budget report. Sarah has been straightening out the books from what the accountant left us with. We will re-do taxes to get last year's straightened out, and looking forward will be able to produce monthly budget report.
 - ii. Sales tax filing completed.
- d. Secretary – nothing to report
- e. Other Directors – nothing to report

D. Committee Reports

- a. Steering Committee
 - i. Written report provided
 - ii. 100-member party will be 3/14, Sam Salter will play
 - iii. Tickets purchased for Up & Coming, Up & Running Conference for Suzanne and Cindy.
 - iv. Discussed marketing analysis. Suzanne would like to move forward with market study, rather than waiting for 300 members as previously discussed. Discussion of resources available. We'll discuss this further
 - v. Cindy has an attorney acquaintance in River Falls who works with cooperatives who we may want to consult with. Also discussion of seeking involvement from Kelly Cain.
 - vi. Action items:
 - 1. Charter – Edits discussed and incorporated. Cindy moves to approve, Sarah seconds. Unanimously approved.
 - 2. Suzanne as Chair – Bess moves to approve, Bridget seconds. Unanimously approved.
- b. Marketing
 - i. Written report provided.
 - ii. Alex Stoehr is going to take over social media. We have given here themes for each month to work with. She will run Twitter and Facebook. She will not be generating content for the blog but will update other social media with blog updates.
 - iii. Suzanne will continue to draft newsletter, and goal is to send out Friday after each board meeting.

- iv. Promotional materials – Rachel Hambleton will work on thank-you cards and greeting cards. Also working on tri-fold brochures; our go-to graphic designers haven't been in touch, so we may branch out to seek some other involvement, but we do have a template mocked-up to work with which just needs language.
- v. Events coming up
 - 1. Next Wed 2/20, Cindy will hold first trial home party using her book club, and will get feedback from then. Suzy Fallon is working on script. Discussion of whether we can arrange a discount with vendors who will provide local foods to feature at the home party.
 - 2. 100-owner party will be at American Sky taproom on March 14, 6:30 to 9:00 p.m. Sam Salter will play. Rachel Hambleton will work on an invitation / flyer design. May provide gift bag or raffle prizes. We can't sell anything on-site, so unfortunately can't sell t-shirts. Discussion of budget for this event. Sarah suggests that we ask people to RSVP just to give us some idea on attendance, and Cindy adds that American Sky would like this as well.
 - 3. Suzanne suggests a "coffee with the board" monthly event. This might be a way of being in touch with prospective or existing members.
 - 4. Public info meetings will be scheduled for April, July & October. Parties will happen in May for anniversary and November for owner meeting.
- vi. Current goal is to have 200 owners by the May anniversary party.
- vii. No committee chair assigned – Suzanne will head it up in the meantime.
- viii. Discussion of committee charter.
 - 1. Ancillary discussion arises regarding continuation of committees and sharing of information and documents, making sure that information is preserved and accessible. Discussion of shared Google Drive and Calendar.
- ix. Sarah moves to approve charter as edited, Cindy seconds.
Unanimously approved.
- c. Finance and Ownership – Sarah anticipates report next month as committees get off the ground.
- d. Vendor Relations

- i. Theresa Gibson and Cindy have been working on getting this committee back up and running.

E. New Business

- a. Approve new members: Household Ownerships: John and Martha Kalmon, Patrick and Julie Van Buskirk, Kari Jeske and Chad Palmer, Cathy Diaz and Robert Jones, Jennifer Brathol and R.T. Luczak, Jessie and Jake Nelson, Kelly and Brian Kelly, Mike and Rachel Anselmo, Nathan and Brandi Hart, Melanie Herberg, Taren Weyer, Erin and Mark Abrahamson
 - i. Sarah moves to approve, Suzanne seconds. Unanimously approved.
 - a. Revised board governance document.
 - i. There has been some concern about having a mechanism to remove Directors who are not performing their responsibilities or are interfering with the conduct of co-op business. Add provision regarding removal of director “for cause” for failure to adequately perform responsibilities pursuant to evaluation guidelines established by the Steering Committee.
 - b. Market Study
 - i. Discussion of estimated cost through CDS Consulting – approx \$12,000 for evaluation of market area using sites at 3 intersections within 1-mile drive, with additional cost for adding further locations. Suzanne suggests using 3 sites on 2nd Street, and maybe adding additional sites in North Hudson and on the hill. Discussion of funding sources and possible available grants, such as Food Co-op Initiative.
 - ii. Suzanne has list of four consultants that we might work with, three through CDS and one based in River Falls. Suzanne also will talk to the Chamber and to bank rep regarding what they would be looking for and recommendations for consultants. Next step will be to work up list of questions and draft RFP for when we’re ready to proceed.
- F. Adjourned – Sarah moves to adjourn, Suzanne seconds. Meeting adjourned.