

**Hudson Grocery Cooperative
Board Meeting Minutes
March 11, 2014
701 Second Street, Hudson, WI**

Directors present: Sarah Atkins, Jacki Bradham, Suzanne Hambleton, Don Kirkpatrick, and David Larson

Directors absent: Kathy Tobias and Dietmar Schlei

1. Call to Order

President Hambleton called the meeting to order at 7:10 p.m.

2. Approval of Minutes

Motion by Kirkpatrick to approve the February 11, 2014 Hudson Grocery Cooperative Board Meeting Minutes. Second by Atkins. Motion carried unanimously.

3. Approval of Agenda

Motion by Atkins to adopt the agenda. Second by Hambleton. Motion carried unanimously.

4. Old Business

None.

5. New Business

None.

6. Board Reports

A. President's Report

President Hambleton noted that she met with the co-managers of the Whole Earth Grocery Cooperative in River Falls. They look forward to seeing HGC start up and are happy to share their knowledge. Whole Earth Grocery has been in business for 35 years and will be a great resource for HGC.

Hambleton noted that she and Tobias attended the Food Co-op Conference in Bloomington. They met Stuart Reid, Executive Director of the Food Co-op Initiative at the Conference.

B. Vice President's Report

President Hambleton noted the Vice President Schlei was in a car accident and is recovering from a broken leg.

C. Treasurer's Report

Treasurer Atkins presented the January 2014 Financial Report which noted a balance of \$11,464.64 as of February 31, 2014.

Atkins noted she is working with HGC's previous accountant for a refund on a billing error. She also reported that HGC change to CarlsonHighlandas and will work with Dirk Prindle who specializes in cooperatives and is located at their Amery office.

D. Secretary's Report

No report was given.

E. Other Director's Report

No report was given.

7. Committee Reports

A. Fundraising and Finance

Atkins noted that the Finance Committee needs to set up the 2014 budget.

The CDS Consulting Co-op can help put together pro-forma financials that would help provide information needed for the budget. With information on what is needed for start up and where to get funding.

*Motion by Kirkpatrick to approve the Fundraising and Finance Committee Charter and Goals.
Second by Atkins. Motion carried unanimously.*

The approved Charter and Goals will be posted to the Google Drive.

B. Ownership and Volunteers

One new HGC membership application was presented to the Board: 196 Joshua and Anne Kerber.

*Motion by Hambleton to approve the new HGC membership application. Second by Atkins.
Motion carried unanimously.*

Ten member surveys have been returned resulting in one person interested in serving on the Steering Committee, one for the Marketing Committee, and two interested in the Ownership Committee.

The position of a Volunteer Coordinator to train volunteers to serve as ambassadors for the Co-op was recommended. Potential Coordinators were suggested: Karen English or Susie Fallen.

The Ownership and Volunteers Committee Charter and Goals was reviewed.

*Motion by Kirkpatrick to approve the Ownership and Volunteers Committee Charter and Goals.
Second by Atkins. Motion carried unanimously.*

The approved Charter and Goals will be posted to the Google Drive.

C. Marketing and Communication

HGC needs a PowerPoint presentation developed to highlight the Co-op's selling points. The information need for the presentation can be pulled off the website. The presentation should be about 10 minutes and should be targeted toward potential members.

The Marketing Committee will work on the presentation and after it is completed work with the Ownership Committee to organize some ownership meetings.

The Committee is working on future events including booths at community event, informational meetings, and an ownership meeting for HGCs second year anniversary. Additionally there are community volunteer events planned through out the year.

Motion by Larson to approve the Marketing Budget. Second by Atkins. Motion carried unanimously.

The TEDx event was held on March 1st at the River Falls Library. Eleven people attended and there was a good discussion following the presentation.

Three new volunteers attended the Marketing Committee meeting and two of them have agreed to help work on the HGC promotional brochure and the PowerPoint presentation.

The Spring Showcase was discussed and it was recommended that postcards with recipes on them should be used as a giveaway. With a message such as “I just heard about the Hudson Grocery Cooperative and I thought you might like to learn about it. Visit their website at www.hudsongrocerycoop.org.”

A t-shirt contest was recommended as a way to create a design for this year’s HGC shirt. The contest will be listed on the website, posted on Facebook, and sent out as a press release.

D. Steering

The Steering Committee Charter and Goals were reviewed.

*Motion by Atkins to approve the Steering Committee Charter and Goals. Second by Larson.
Motion carried unanimously.*

The approved Charter and Goals will be posted on the Google Drive.

It was suggested that HGC considers “Charter Membership” awards as a way to market the Co-op. Charter members might be the first 1,000 members or members who join before the store opens. The Charter could potentially receive special discounts.

E. Vendor Relations

No report was given.

8. Other Business

Atkins noted that a grant was received to fund the Market Study.

The next board meeting is scheduled for Tuesday, April 8, 2014 at 7:00 p.m.

Adjournment

Motion by Larson to adjourn the meeting at 8:40 p.m. Second by Atkins. Motion carried unanimously.

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative