

**Hudson Grocery Cooperative  
Board Meeting Minutes  
July 8, 2014  
701 Second Street, Hudson, WI**

**Directors present:** Sarah Atkins, Jacki Bradham, Suzanne Hambleton Don Kirkpatrick, David Larson Dietmar Schlei and Kathy Tobias

**1. Call to Order**

*President Hambleton called the meeting to order at 7:04 p.m.*

**2. Approval of Minutes**

*Motion by Schlei to approve the June 10, 2014 Hudson Grocery Cooperative Board Meeting Minutes with the correction of a typo. Second by Larson. Motion carried unanimously.*

**3. Approval of Agenda**

*Motion by Schlei to adopt the agenda. Second by Tobias. Motion carried unanimously.*

**4. Old Business**

None.

**5. New Business**

Hambleton led a mid-year review of the HGC goals. After some discussion of the goals the board moved on to other topics.

Schlei noted the he didn't feel qualified to take on the position of Chair of the Finance Committee. While some of the committee goals have been met, setting up a business plan seems to be a difficult task and beyond the skills of board members.

Atkins noted that at this stage of the HGC's development her duties are more of committee member than board member, because the committee work must be done and often takes priority. As the HGC grows the Board will transition into more of an advisory role and less of committee workers. The board needs to start cultivating this transition.

**6. Board Reports**

**A. President's Report**

President Hambleton noted that she is not running for a board HGC position next year.

**B. Vice President's Report**

VP Schlei noted the library event was disappointing. While there was confusion on the date HGC should do more to promote these types of events in the future.

**C. Treasurer's Report**

Treasurer Atkins noted that June 30th is HGC's fiscal year end. She will send a copy of the financial report to the board for approval. Per HGC's accountant Dirk Prindle from CarlsonHighlandas' Amery office the report needs to be filed by March 15th.

Atkins noted a balance of \$12,909.99 as of June 30, 2014.

#### **D. Secretary's Report**

No report was given.

#### **E. Other Director's Report**

No report was given.

### **7. Committee Reports**

#### **A. Fundraising and Finance**

Treasurer Atkins noted she does not have the qualifications to do the needed HGC financial setup, like create bookkeeping regulation, procedures and guidelines. This is a task for a CFO, COO or financial auditor. She further noted we are not there yet. HGC needs more members before we investing time in developing store's financial operations.

At this time growing membership should be our priority, and Atkins asked how other committees and volunteers could help the marketing committee. What are some things HGC could try? Maybe direct mail. She recommended that the marketing committee should expand and utilize more volunteers through the ownership data system.

#### **B. Ownership and Volunteers**

Six new HGC ownership applications were presented to the Board.

#210 Michele and Darin Nemerow

#211 James Sullivan

#212 William Libberton

#213 Thea Feyereisen

#214 Travis Thibault

#215 Marybeth and David Malaya

#216 Joan Schoenoff

*Motion by Hambleton to approve six new HGC ownership applications. Second by Schlei.  
Motion carried unanimously.*

#### **C. Marketing and Communication**

Hambleton noted that committee volunteers are working to get the word out about HGC, but the committee needs to expand. The member drive needs more momentum with more activities. Some suggested activities are being explored such as: use more volunteers; expand marketing; ramp up to one meeting every week; presentations to civic groups like the Rotary; booth at events like Spirit of the St. Croix; presence at farmers market; coffee with the board; and/or library meetings. These activities would be dependent on the availability of volunteers.

Not only more outreach to the community but also increased communications with HGC members.

#### **D. Steering**

Kirkpatrick noted that at committee has a draft of board training and board standards. The draft was reviewed and updates and corrections were suggested.

**E. Vendor Relations**

No report was given.

**8. Other Business**

The next board meeting is scheduled for Tuesday, August 12, 2014 at 7:00 p.m.

**Adjournment**

*Motion by Tobias to adjourn the meeting at 8:38 p.m. Second by Hambleton. Motion carried unanimously.*

Minutes submitted by

Jacki Bradham

Secretary, Hudson Grocery Cooperative