



Board Meeting Minutes
August 22, 2012

In attendance: Amber Erickson, Bridget O'Meara, Steve Fox, Suzanne Hambleton, Bess Hambleton

Old Business:

Mission Statement: HGC is committed to serving the grocery needs of the community while focusing on practices that support family farms, conserve natural resources, and strengthen the local economy.

Tax Filing: Info given to Kay Eichstaedt of Butler CPA. Filing will be ready in two weeks. Review of first year's (June 2012) cash flow.

Meeting with banks: Amber and Suzanne met with Dave Rogstad of 1st American Bank. Suzanne called Patty Robertson of WestConsin Credit Union. Both want to see solid business plan before offering a loan. Neither are interested in feasibility study.

River Market board meeting on Tuesday: Amber, Suzanne will attend 6:00 pm.

New Business:

Approval of reimbursement forms (vote needed):

Amber motions to approve, Steve seconds. All in favor. Motion passes.

Membership in Chamber of Commerce (vote needed):

Discussion as to benefits of membership. Lots of visibility and networking opportunities. Goodwill with other member businesses. Direct mailings. Will let us enter as nonprofit for first year, until we open our doors. Discussion – concern over being organized enough at events. Will need to increase marketing budget. Are we ready?? Have cards, bank accounts, ambitious and talented marketing committee. Member spotlight events- member businesses can display promo materials, other members come and visit booth. Also an opportunity to hand out cards, even if we are not being spotlighted. Quarterly events each year. Who will go to spotlights? **Need to establish volunteers.** Usually 2-3 people per booth – There are fees with each spotlight.

Bess moves to join, Bridget seconds, all in favor, Motion passes. Suzanne will fill out forms and write check in September.

Approval of new members (vote needed):

New members:

Shelly Vance, Ind; Theresa Gibson, HH

Suzanne motions to approve. Bess seconds. All in favor, motion passes.

Schedule a second public information meeting:

Other ideas for attracting members

Need to keep repeating the marketing – get the flyers and business cards out in the community, keep sending emails, social media.

Connect with the Patch, Paul Rode- get HGC on Agave's marquee for a day or two.

Table at First Pres. Church, Purple Tree, etc, United Methodist

Join the Chamber

Table out at Willow River Elementary, 7th Street Block party

Yard signs-“Ask me about the coop!” With membership application sleeves

Ice Cream social on October 7th, afternoon 2-4 pm – look for a volunteer to head it up. If no volunteer, then just hold off on events until next year.

Create letter of introduction to city council: Bridget and Steve will work together – Bridget will draft something up, Bess and Steve will look over it. Submit PDF of our letter to Council, then go to following meeting. Introduce ourselves at a meeting as a courtesy. We will all attend this meeting, date TBD.

Create timeline / gantt chart: table until next month

Ideas for Business assistance/grant money:

Steve DeWald of SBA

Margie Miller – COO of St. Croix Valley Community Foundation - Sustain Hudson failed - John Kalmon architect

Hudson Community Foundation – Steve Wilcox??

Board Reports:

1. President
 - a. Update on Business Plan. S will visit James J. Hill Library and connect with River Market for information
2. Vice President
 - a. None
3. Treasurer
 - a. Budget report- review of budget and spending
4. Secretary
 - a. none
5. Other Directors
 - a. none

Committee Reports

1. Marketing
 - a. Promotional material campaign update.
 1. Brandy and Gretchen put together a wonderful flyer
 2. Flyers and bus cards are out in community
 - b. Technology update
 1. Blog up and running –looks good.
 2. Facebook page is active
2. Fundraising
 - a. Membership update
Two new members
 - b. Grant proposal
 1. Submitted to Food Coop Initiative. Fund matching, asked for \$4,500. Will hear by end of September.
3. Vendor Relations
 - a. Meeting preview

Meeting will be held tomorrow, Aug 23rd. Look at work Theresa has done – potential vendor list. How to reach out to new vendors. Timeline for applying for account for large wholesalers. Need to establish accounts – VistaPrint bills that we have pay, etc

Set date for next board meeting: Wednesday, September 26?

Meeting adjourned.