

Hudson Grocery Cooperative
Board Meeting Minutes
October 8, 2013

Present: Suzanne Hambleton, Steve Fox, Bridget O'Meara (left 8:17), Rachel Centinario, Sarah Atkins, Bess Hambleton (arrived 7:18)

Also present: Tom Rose, Kathy Tobias

1. Call to meeting, 7:12pm
2. September minutes: motion made to approve, seconded. Unanimously approved.
 - a. We are still awaiting a final version of the August minutes for approval.
3. Agenda presented and approved with additions.
4. Market study proposal
 - a. We have received a proposal from Deb Suassuna for the market study. Total cost is estimated at \$11,000.
 - b. Tom asks whether we have seen examples of what the report will contain. Sarah suggests asking for a copy of one that she has done for another cooperative, maybe in another region who would not be a competitor of ours. Discussion of identification of potential sites.
 - c. Rachel asks for clarification, as she remembered that the cost would be significantly more. Suzanne says there would be additional costs for the pro forma and site plan.
 - d. Sarah suggests looking at sample plan first and then seeking approval via email. Approval is tabled at this time.
5. Business plan
 - a. Rachel discusses material she has looked at and is drafting preliminary business plan.
6. Board Reports
 - a. President:
 - i. Suzanne resubmitted annual report to the State of Wisconsin listing Bridget as Vice President, as we had not yet approved her as VP at the time the form was filed.
 - ii. Second annual owners meeting will be November 11, 5:30 set-up, 6:30 meeting, at Pitchfork Brewery. The owners of Pitchfork are co-op owners and we very happy to be asked. We can have up to 80 people at that location.

- iii. Kathy has submitted director application, and we have had two other owners express interest. Tom is not seeking directorship at this time due largely to schedule conflicts.
- iv. Applications for board are due by the end of October, so we will not be meeting again before the November meeting. We will need to approve the candidates in advance. We will do this via email.
- v. We will offer gift ownerships again this year. Suzanne circulates the certificates we have left over from last year. We will use these again this year. Tom suggests offering these in some local stores like Rue Marche or Coco Bello. Kathy also offers to take materials to share in her business.
- b. Vice President: Nothing to report.
- c. Treasurer:
 - i. As of end September, we had \$10,151.69 in total assets. With a few new owners, we have approximately \$11,500. So we do have funds to cover the marketing materials. Bridget suggests also using the FCI grant as a marketing tool to raise more funds.
 - ii. Suzanne requests a 2-5 minute spiel on the state of our treasury for the annual owners meeting.
- d. Secretary:
 - i. Bess will be resigning from the board as of November, so that a new director can fill her seat at that time.
- e. Other directors:
 - i. Steve reports that we're ready to go with email addresses. Aliases are free, and additional email addresses are in the neighborhood of \$2.50 per user. Discussion of setting up email addresses for officers plus "board member 1" etc., then aliases for individual names. Sarah requests a firm deadline that the email addresses be set up before Steve leaves the board. Also request that Steve create a tutorial for the future board to manage this.

7. Committee Reports

- a. Ownership:
 - i. Written report provided by Sarah.
 - ii. Rescinded owner numbers for unpaid / decline-to-upgrade owners are recycled for the latest round of new owners.
 - iii. One owner who upgraded from individual to household ownership, Lila Hambleton, contributed an extra \$5.
 - iv. We have 13 new owners this month, [set forth in written report].

1. Sarah moves to approve, Suzanne seconds. Unanimously approved.
 - b. Fundraising: No report this month.
 - c. Marketing:
 - i. Verbal report by Suzanne.
 - ii. New committee member has joined, Megan Likes, who is a coordinator for a major co-op association.
 - iii. We have started putting posters up around town, with distribution of posters being assigned among the various committee members. The downtown business community has been very responsive and happy to have us.
 - iv. We participated in Spirit of the St. Croix Art Fair, organized by Carol Skinner. We got three-plus new owners out of this event.
 - v. We have an open house tomorrow at the public library, with open house starting at 6pm, and Rachel and Bess presenting at 7pm.
 - vi. We are signed up to do a trick-or-treat booth in Somerset Elementary School. We are supposed to provide 1,000 pieces of candy for this event. This will be October 26th.
 - vii. Discussion of encouraging our owners to be ambassadors for the co-op. Marketing will put together materials for this going into the next year. Sarah suggests using the annual meeting as an event where we could present this idea to our owners.
 1. Kathy offers to put co-op materials on her table at event she is attending October 19th. Tom also offers to display co-op materials for upcoming events.
 - viii. We are looking at adding our newsletter to our website.
 - ix. Rachel discusses blog planning—she will be meeting with Susie Fallon on this in the coming week.
 - d. Vendor Relations
 - i. Bridget recently bumped into a woman acquainted with the owner of Urban Olive and Vine, who has expressed interest in holding an event in their location out back. Sarah knows these folks, so she will talk to them about it.
8. Other Business
 - a. Rachel and Suzanne attended CBL training last month. Rachel reports it was very helpful and very energizing. Quick look at the calendar to see when next year's trainings will be.
 - b. Tom asks what makes us think that Hudson needs a co-op. Sarah discusses that many of us have lived near grocery co-ops in the past

and have seen what a great asset this is for the community. Suzanne and Steve chime in with the discussions they had with other parents on the elementary school playground. Suzanne also references Kelly Kane study that estimated the amount of money leaving Pierce County due to non-local purchases, and looked at things like why don't local schools in Wisconsin have locally-produced milk instead of milk from California.

- c. Candy reimbursement of \$58.23 to Sarah approved for candy purchased for co-op events.
9. Meeting adjourned, 8:26pm