

Hudson Grocery Cooperative  
Board Meeting Agenda  
June 14, 2016  
701 Second Street, Hudson, WI

Board Learning Session 6:00 - 6:30

Topic: Director's visit to Whole Earth/Meeting with Evan Sayre

1. Call to Order: *6:28 pm*
  - a. Directors Present: *Meurett, Nelson-Heil, Zempel, Bradham, Kirkpatrick, Peters*
  - b. Absent: *Atkins*
  
2. Approval of Minutes  
*Onken first motion; Nelson-Heil second to approve*
  
3. Approval of Agenda  
*Onken first motion; Zempel second to approve*
  
4. Owner forum. Opportunity for Owners to make the Board aware of topics/issues/opportunities.  
*None*
  
5. Board Reports
  - a. President's Report- *WE (Whole Earth) looking to partner with us; will register board directors CD101 September 24th*
  - b. Vice President's Report - *None*
  - c. Treasurer's Report - *Reviewed Income Statement from March-May; \$12,356.94 balance*
  - d. Secretary's Report - *None*
  - e. Other Director's Report - *None*
  
6. Old Business
  - a. Upcoming Owner drive activities - *Marketing; Mutt Wash, June 26th 11-4 pm - need tent from Sarah; Square found - still need login & password info; July 4th Booster Day Parade (12-1:30 pm), 11 am setup (Jacki overseeing volunteer signup (4-8 people;400-500 flyers); Riverfest July 21st 5 pm setup, 6-8:30 pm need volunteers; Pier 500 owner drive, July 25th owner drive, 6:30 pm; Ciranda, September 17th; Spirit of St Croix/Art Fair, September 24-25th*
  - b. Co-op Document management - *CZ; Requested training for Google Drive - Kirkpatrick will schedule something with her*

- c. Use of google/website calendar - DK; *calendar connected to HGC email is not being updated; Google Calendar - Kirkpatrick will train Zempel on maintaining calendar*
7. Committee Reports
- a. Fundraising & Finance - *None*
  - b. Ownership & Volunteers - *398 Jodi Eiyneck; 399 Ralph Lawson; 400 Amanda Kinney; Onken motion; Nelson-Heil second motion to approve; discussed access to ACT; cross-training necessary; need to have "hard copies" of new owner materials in Google Drive; consider stand alone product*
  - c. Marketing & Communications -- *Brooke Little (summer volunteer from UW LaCrosse) will be working on written content for Facebook.*
  - d. Steering -  
Website  
*Website Change Request form created & will be added to Google Drive -- this form should be used to have events added or updates made to the website; Website converted back to a previous version by Christy; Nelson-Heil and Bradham (Beet) have access to website; Nelson-Heil will add upcoming events to website; Phase 1 getting site back to baseline & phase 2 seeing about syncing website & Facebook*  
Project Plan - *discussion about if there is still a need for it & what is the purpose? Consider it a To do list, accountability, and to track our annual goals. Nelson-Heil will use board meetings & meetings with committees for information to add priorities to project plan. Nelson-Heil will go ahead & create document.*
  - e. Vendor Relations - *Currently non-standing*
8. New Business
- a. Marketing plan pivot - MO - *researched door to door - all people that go door to door need to fill out registration application for direct seller & pay a fee of \$100 per person - not a consideration; recommendation that each board member call approx. 50 people; goal to get 200 owners by end of summer; house parties; board needs to review plan and come to a decision to pursue this action or not by June 27th ; send script updates by June 21st to Marina;*
  - b. Data base - Mailchimp/ACT - MO/Marketing

**Move to closed session**

per paragraph 30 (c) of HGC Bylaws in order to discuss confidential matters such as: labor relations or personnel issues; negotiation of a contract; discussion of strategic goals or business plans, the disclosure of which would adversely impact the Cooperative's position in the marketplace; and/or discussion of a matter that may, by law, be considered confidential.

**Reconvene to open session**

9. Other Business

- a. Special meeting, Monday, June 27th @ 6 pm
- b. Next meeting Tuesday, July 12, 2016 @ 6 pm

10. Adjournment 8:58 pm

*Onken first motion; Meurett second motion*