

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

Directors present: Sarah Atkins, Jacki Bradham, Don Kirkpatrick, David Larson and Kathy Tobias

Directors absent: Suzanne Hambleton and Dietmar Schlei

1. Call to Order

Treasure Atkins called the meeting to order at 7:05 p.m.

2. Approval of Minutes

Motion by Kirkpatrick to approve the January 14, 2014 Hudson Grocery Cooperative Board Meeting Minutes. Second by Tobias. Motion carried unanimously.

3. Approval of Agenda

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

4. Old Business

A. Training Opportunities – UCUR Conference: Tobias and Hambleton will attend a two-day Food Co-op Conference in Bloomington, Indiana at the end of February. Tobias noted they will arrive on Thursday and will have time to attend event activities before the conference on Friday.

Tobias was asked to take plenty of photos and to write a summary article for use in press a release, the blog and the newsletter.

B. Review and discuss 2014 Board Goals: the directors reviewed and discussed the 2014 board goals, director goals and Committee goals.

It was noted that Atkins will need to participate in an educational program, but other than that the director's educational goal will be complete after the UCUR Conference.

The member goal of 600 is high, but it needs to be high in order to stay on track for a store opening in 2015. At 600 HGC can implement a market study, at 800 hire General Manager and at 1,000 open a store.

Suggested ways to HGC out into the community to build owner/members numbers included marketing and events:

It was asked if a Co-op Community Tour would be helpful. Possibly work with the River Market Community Co-op in Stillwater to develop an event to introduce people to food co-ops.

The HGC quick "elevator speech" has been developed and we now need to work on a 10-minute presentation that can be used as a PowerPoint at meetings, as well as linked to on the web.

HGC needs to continue to plan some member recruitment meetings at the Library. Another possibility is to create programming for the cable station.

HGC needs to verify that all of the members are on "the Beet" newsletter distribution list on MailChimp. The Hudson Star-Observer is HGCs target newspaper, however it as noted that it also has a free blog (Areavoices) which HGC can use.

C. Steering Committee members needed: up to nine members can serve on the steering committee. Kirkpatrick will contact potential committee members.

Kirkpatrick also noted that in the past someone was tracking communication metrics and he felt they were very helpful. He asked who was doing this in the past and could they continue or could we find a volunteer to continue the tracking.

The steering committee needs to work on updating the HGC timeline and begin a business plan.

Atkins noted that all of the committees need to work on developing a charter. The previous board has begun work on this and there are templates and drafts housed on the HGC Google Docs drive. The committee charters, with goals and the due dates in the timeline, are a basis for developing the business plan.

All of the committees were directed to present their updated committee charters at the March board meeting.

5. New Business

None.

6. Board Reports

A. President's Report

President Hambleton was not able to attend the meeting but notes by email that arrangements have been made for her and Kathy to attend the Up and Coming, Up and Running Conference Feb 27th - March 1st. HGC has been contacted by a master gardener interested in helping organize a seed exchange, and will investigate this possible event for March. If this event does occur, we would like to provide coffee for the folks involved, but this will cost less than the \$25 approval limit.

The board thought the seed exchange would be a good event and recommended that we get back to the master gardeners.

B. Vice President's Report

No report was given.

C. Treasurer's Report

Atkins presented the January 2014 Financial Report:

The January 2014 Treasurers Report stated assets of \$11,316.11 with liabilities of \$11.03 for a balance of \$11,305.08.

D. Secretary's Report

No report was given.

E. Other Director's Report

No report was given.

7. Committee Reports

A. Fundraising and Finance

The committee met and began working on the business plan, but they will need more information from the marketing committee. It was suggested that a joint meeting, with subgroups, might work well for working on the business plan.

The committee will work on updating their committee charter.

The HGC budget needs additional information on marketing fund and should look into grant opportunities.

B. Ownership and Volunteers

The board recommended that HGC should see about getting a booth at the May 4th Spring Showcase.

Five new HGC membership applications were presented to the Board:

191 Linda Ruhland; 192 Richyne Meyer; 193 Marina Onken; 194 Lauren Schneider; and 196 Louise Schreiner.

Motion by Atkins to approve five new HGC membership applications. Second by Kirkpatrick. Motion carried unanimously.

C. Marketing and Communication

Due to difficulties finding a venue the committee decided it would not hold the TEDxManhattan event on March 1st.

The committee working on the HGC second anniversary party on May 22nd.

Carol Zempel created a wonderful tracking system for the distribution of promotional materials.

D. Steering

There are 3 potential members for the committee that Kirkpatrick can contact.

4. Vendor Relations

No report was given.

The next board meeting is scheduled for Tuesday, March 11, 2014 at 7:00 p.m.

Adjournment

Motion by Tobias to adjourn the meeting at 8:15 p.m. Second by Atkins. Motion carried unanimously.

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative