

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

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

Directors absent: David Larson

1. Call to Order

President Hambleton called the meeting to order at 7:10 p.m.

2. Approval of Minutes

Atkins noted a correction to the March minutes to report the name of the HGC's accountant for filing 2013 taxes is Dirk Prindle at CarlsonHighlandas' Amery office.

Motion by Atkins to approve the March 11, 2014 Hudson Grocery Cooperative Board Meeting Minutes. Second by Kirkpatrick. Motion carried unanimously.

3. Approval of Agenda

Motion by Schlei to adopt the agenda. Second by Kirkpatrick. Motion carried unanimously.

4. Old Business

None.

5. New Business

None.

6. Board Reports

A. President's Report

No report was given.

B. Vice President's Report

Vice President Schlei noted in Germany food co-op are on a decline as the food laws are so strict that there isn't as much need for health food stores.

C. Treasurer's Report

Treasurer Atkins noted HGC received two new ownership payments for an income increase of \$160 and there was an expense of \$250 for the Spring Showcase registration fee.

D. Secretary's Report

Secretary Bradham requested that the committee Chairs upload the current approved version of their Committee Charters and Goals onto the Google Drive.

E. Other Director's Report

No report was given.

7. Committee Reports

A. Fundraising and Finance

Atkins noted that after reviewing the Marketing Committees funding needs the Finance Committee now has the information needed to work on the 2014 budget.

The Finance Committee won't start working on the pro-forma financials until HGC has more owners.

Because HGC is not a non-profit there are no funds available through Hudson Community Fund. It was suggested the fundraising should wait until after the market study has been completed.

CDS Consulting Co-op has standardized funding systems available that give HGC a tentative idea for what funds are needed for a store startup. This includes percentages of funding from owners, bank loans and fundraising/grants. HGC has had initial talks with Westconsin Credit Union and First American Bank about loans.

Schlei noted that the Bremer Foundation might be a resource for a grant funding.

B. Ownership and Volunteers

Two new HGC ownership applications were presented to the Board:

#197 Patricia and Martin O'Connell and

#198 Jeremy Stanger

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

The Committee has sent out letters, emails and made follow up calls to owners. Owner survey data is being input into ACT data program where it can be sorted and used for reports, mail lists, email lists, etc. Atkins noted some of the owners have indicated that they would be interested in volunteering on the different committees.

The Committee will continue to work on entering data as new owners are added and surveys are submitted.

It was recommended that the owner data should be compared to the MailChimp data to verify that all the owners are receiving the Beet newsletter. Currently HGC has 200 owners, 450 Beet subscriptions and 600 Facebook followers.

C. Marketing and Communication

The Marketing Committee will meet tomorrow. Atkins requested the committee work on an introduction script for use in volunteer training. The script should include training on how to talk to friends about HGC.

The Committee is working on a PowerPoint presentation will be used to introduce people to HGC. The presentation can be used at the Second Anniversary Party and other HGC informational meetings.

The HGC informational brochure has been completed and the Committee will work on distributing it in downtown Hudson.

Recipe postcards were suggested as a giveaway for the May 4th Spring Showcase. A signup sheet is also needed for the Showcase.

HGC will have a booth and make a presentation at the April 26th Healthy Home and Garden Gig at the Badland Snow Park in rural Hudson.

Information on the HGC t-shirt design contest has been distributed to local newspapers, the HudsonPatch and posted on Facebook.

The committee has developed a marketing calendar that outlines marketing activities. Board members were each asked to contribute an article for the Beet newsletter and selected which month they would prefer: May-Tobias, June-Kirkpatrick, July-Schlei, August-Bradham, September-Adkins, October-Hambleton, and November-Larson.

D. Steering

Motion by Hambleton to appoint Kirkpatrick as Chair of the Steering Committee and President Hambleton to act as member at large on the Steering Committee. Second by Schlei. Motion carried unanimously.

The Committee recommended that although there is grant funds available for the market study, HGC should reach the 300 owner threshold before beginning the market study. HGC current priority is to develop community support and work on building ownership.

E. Vendor Relations

No report was given.

8. Other Business

There was a discussion on a variety of possible downtown locations for the co-op store.

The next board meeting is scheduled for Tuesday, May 13, 2014 at 7:00 p.m.

Adjournment

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

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative