

**Hudson Grocery Cooperative
Board Meeting Minutes
March 10, 2015
701 Second Street, Hudson, WI**

Directors present: Sarah Atkins, Jacki Bradham, Don Kirkpatrick, David Larson, Marina Onken, Dietmar Schlei and Kathy Tobias. Megan Laney joined the meeting at 7:30.

1. Call to Order

President Schlei called the meeting to order at 7:12 p.m.

2. Approval of Minutes

A. January Board Meeting

Motion by Onken to approve the board meeting minutes. Second by Tobias. Motion carried unanimously.

3. Old Business

A. Google Call-in system

It was agreed that because the volume of calls on the phone answering service is still very low the HGC should continue with the phone answering service until there is a higher volume of calls.

Motion by Atkins to revisit phone answering service issue once we have more than 15 calls per month. Second by Onken. Motion carried unanimously.

4. New Business

A. Policy on Gift Memberships

Larson will research the gift membership policy and report back to the board with a recommendation. Currently we have allowed people to donate gift certificates that can be given away. Whatever is concluded should be added to the HGC Policy Manual.

B. Corporate Ownerships

While the HGC bylaws do not restrict corporate entities from becoming owners, all owners are entitled to only one vote and there is also a limit to one share per owner. HGC needs to set guidelines on how corporate ownership would function and set policies such as limiting how many shoppers per corporation.

Larson will study the corporate ownership issue and provide further recommendations to the board.

C. Market/Visibility Study

Kirkpatrick suggested, and it was agreed, that at 265 owners we have enough owners to move forward with the study. The study can be used to drive ownership.

Atkins noted that noted that Debbie Suassuna of G2G Research Group has been selected to do the study. HGC has a grant funds from Food Initiative Co-op to pay for one half of the study.

It was recommended that a subcommittee should verify that to use and verify with Stuart from Food Initiative Co-op that that the study through G2G is what we should be doing.

Tobias, Bradham and Laney will serve on a subcommittee to determine what is needed to get the study started. Make a "to do" list, create an out line f the process and discuss the study with Stuart.

D. Website Update

Atkins noted has talked with Christi Gardenas from The Web Peeps and confirmed that the redesign of the HGC website into WordPress would include free hosting and unlimited emails.

Bradham noted that because of the functionality issues of The Web Peeps website, she, Sarah and Joel Skinner would like to discuss the HGC's website needs and provide some guidelines for Christi before she begins work on the HGC website.

*Motion by Atkins to accept the proposal to hire Christi Gardenas to redesign the HGC website at a cost of \$399, with consultation from Bradham, Atkins and Joel Skinner. Second by Larson.
Motion carried unanimously.*

E. Marketing Strategy/Approach

Bradham presented a 2015 event calendar that outlines the events for the year. This is a working document and it will need updating as the year progresses and more details are known.

The next event is Spring Showcase on March 29th. Bradham will organize the event. Larson and Tobias may be available to work at the event.

Bradham presented a flyer for the upcoming May 5th Owner Drive Happy Hour event.

*Motion by Larson to approve the May 5th Owner Drive Happy Hour flyer. Second by Tobias.
Motion carried unanimously.*

5. Board Reports

A. President's Report – Schlei reported on phone conversation with Hungry Turtle Farms Co-op and that they are interested in seeing how they and work with HGC. They are a potential supplier and can serve as a good resource for HGC.

B. Vice President – Tobias noted she will be attending the Chamber 101 and the future Chamber Simply Social events.

C. Treasurer

No treasurers report at this time. Atkins noted HGC received a \$500 training grant. The board agreed that if board members are not available to attend training events, committee members should be encouraged to attend training events and report back to the board.

D. Secretary - None.

E. Other Director's Report - None.

4. Committee Reports

A. Fundraising & Finance - None.

B. Ownership & Volunteer

17 new HGC ownership applications were presented to the Board.

- 252 Dawn and Thomas Carlsgaard
- 253 Brooke Soldan
- 254 Jill Luepke
- 255 Emily Brooks and Kevin Sommers
- 256 Caroline and Bob Barker
- 257 Michelle and Einar Hanson

258 Amy and Michael Emmons
259 Brad Niekamp
260 Judith Butler
261 Kris and Dan Tjornehoj
262 Sherra and Darren Duket
263 Charlene and Tim Sackett
264 Stan Wekkin
265 Gift Certificate
266 Lynn Vorvick Londo and Jim Londo
267 Carol and Brant Worrell
268 Nicole and Todd Michaels

*Motion by Tobias to approve seventeen new HGC ownership applications. Second by Larson.
Motion carried unanimously.*

C. Marketing & Communications

Atkins shared letter from Bard at Seasons Tavern apologizing for the confusion with the Happy Hour event. He wished to rectify the situation and has donated \$50 in gift certificates to HGC.

Kirkpatrick will present the new HGC PowerPoint to the Kiwanis Club on March 17th. Atkins will send updated talking points and noted that the video is out of sync.

Atkins will send Bradham an updated owners list so she can update the MailChimp mailing list.

After April the Committee that have been put on hold will start working again.

Carol Zempel will continue with the brochure drops at downtown businesses one Saturday per month.

D. Steering - None

E. Vendor Relations - None.

8. Other Business

Next board meeting is Tuesday, April 14 at 7:00 p.m.

9. Adjournment

Motion by Tobias to adjourn the meeting at 8:45 p.m. Second by Atkins. Motion carried unanimously.

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative