

Hudson Grocery Cooperative
Interim Board Meeting
September 2012

Attendance: Suzanne Hambleton, Bridget O'Meara, Amber Erickson, Steve Fox

Committee Rep.

Marketing: first big push currently; goal = 100 members by year end
How? Canvas DT with posters; October is Nat'l Co-op Month, offer \$25
chamber gift card drawing to new members

Purple Tree – info table in back of store; poor turn-out, garnered 1 member

Cindy Landers – interested in Brd of Directors

How do we welcome all w/o offering Mt. Dew and Ding Dongs?

Use WIC list: decent food, reliable brands, WIC compliant

Stillwater just started stocking these items; no food stamps redeemed yet

Keep in mind Backpack Program: 25% of families at Willow River Elementary
School are eligible at WR.

\$10 gift card/mo offered to 1 member/mo.; puts “give-away” budget at around \$120 for next
12 mos.

Steve mentions Lisa Townsend – new owner Vine Street Florist/Vine Street Studio

Fundraising

Food Co-op Initiative: 10 grant recipients received full \$10,000

3 scholarships also awarded. We rec'd \$2000 fund matching scholarship grant

CDS – 4 Cornerstones of Co-op Dev. – will match 50 % of our expenses in LaCrosse

November 1, 2 = \$100 first attendee, \$60 second attendee

Who? Suzanne

Motion passes for SH to attend

Vendor Relations

Upcoming mtg, 2 mtgs. Completed

Teresa Gibson – putting list of vendors together; Land Stewardship Project

Tiered system of vendors? Local? Sustainable?

WIC w/ Teresa

Too early for BOD to talk to vendors; but good time to start identifying criteria: how
many miles away? 100?

Budget

Problem: \$45 excess in books; SF offers trick to locate = divide by 9; possible inversion

36 members = coop worth \$2700

Reminder: selling stock, not lifetime membership b/c we may need to increase stock price at future point
negative cashflow this mo.

RJ's fund raiser gave us \$460 from \$0.50 for each pound of traditional brats sold

Website

Avg. = 25, 9/18/12 – 150 visitors

Mktg

Over \$200.00; SH & Alex S. – checking into screenprint sizes

Expenditures

If over \$100, goes to vote

Taxes filed. \$2.00 to fed, \$1.00 to state

Mike Perry – author speaking at library 10/26 6:30; big draw for foodies, possible table???

Bridget will look into this

Join other co-ops??? Menomonie? Too far?

Red Wing – too much too soon, acquired free building 6000 sf, 175 members

Chamber of Commerce

We are now members

City Council Mtg

SF unable to go recently, intends to resume attendance

Draft intro to City Council – BO? Spring '13? After 100 members? 150?

New members

9 approved; see agenda

1st Annual Membership Mtg.

Location: Winzer Stube? SF will talk to Marie

Put together notice; find interested parties to run for Board of Directors; create ballot; staggered BOD placement (1 year, 2 yr, 3 yr term)

Contact American Sky Brewery

Adjourn: SH moves to adjourn; seconded; approved