

Hudson Grocery Cooperative
Board Meeting Agenda
Date August 9, 2016
701 Second Street, Hudson, WI

Board Learning Session 6:00 - 6:30

Discussion on Owner Drives - Debrief and moving forward.

Discussion around the purpose and branding of the owner drives - how do we market these moving forward if we continue to have these drives? Conversation moved to how best to work these events - discussed Stuart Reed's comment about working one on one. Discussed Night Out as well - great sign-ups! Finally we had a discussion around training for the vols. How best to assure our message is consistent?

1. Call to Order: 6:29

Directors Present: Nick, Sarah, Don, Jacki, Katie
Absent: Beck, Carol,

2. Approval of Minutes

Motion: Nick Second: Sarah Approved

3. Approval of Agenda

Motion: Jacki Second: Sarah Approved

4. Owner forum. Opportunity for Owners to make the Board aware of topics/issues/opportunities.

No owners present

5. Board Reports

a. President's Report

Don was interviewed by the Star Observer for an article to come out this week - Wed. the 10th Don discussed the director search - articles out to the Beet and will continue to provide copy to Beet and email. Discussed also using Facebook.

b. Vice President's Report

No report

c. Treasurer's Report

Updated Board on current financials -

Question from Katie about the amount changed per year/monthly for web hosting and other dues - Sarah stated that we only pay dues for the Chamber of Commerce

d. Secretary's Report

No Report

e. Other Director's Report

No Report

6. Old Business

a. Database follow - up DK

Don discussed his research on costs to use ACT stand alone program or the web based program. These are cost prohibited for our current situation - no regular income. In addition, ACT provide a number of capabilities that we will need moving forward and which a simple excel database will be unable to handle. In conversations with OV committee it was decided that it would be best to stay with the current program. OV will assure that an upload is performed on a regular schedule so all directors and committees will have access to owner information. Sarah has committed to being available and to work with volunteers to update the database when necessary. This program will serve us well until we transfer the database to our GM -

7. Committee Reports

a. Fundraising & Finance

Nothing at this time

b. Ownership & Volunteers

Discussed owner database audit - all but complete it will be complete at next OV meeting. Went well and we now have a consistent tracking system for our shares

c. Marketing & Communications

Spoke about the pivot - marketing will put on hold on the owner phone outreach for now. Will not pursue a paid writer at this time - marketing is committed to working up the Beet and would like to roll out a more formalized Beet in the future.

Marketing also discussed boosting facebook - marketing will look into metrics to see value and look for a budget to make this happen.

Marketing is interested in staying on message and making that clear.

In the future - how can we partner with vendors for events for marketing purposes.

Discussed google data every month and discussed google plus being completed so our info is accurate when we are searched.

d. Steering

Have completed the process for Director recruitment and will work the process - a Beet article went out last month and will move forward with the plan.

e. Vendor Relations - Currently non-standing

8. New Business - None

a.

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.

b. Next meeting Tuesday, September 13, 2016

10. Adjournment

Motion to adjourn: Katie second: Jacki - so moved: 7:29