

Hudson Grocery Cooperative  
Board Meeting  
March 12, 2013

Present: Suzanne Hambleton, Cindy Landers, Bridget O'Meara, Sara Atkins, Steve Fox,  
Bess Hambleton

Call to Order

A. Old Business

1. February Minutes

- a. Bridget moves to approve, Sarah seconds, unanimously approved

B. New Business

1. New members for approval:

- a. William Hartsig (H), Jodi Olson (H), Lucy McNellis (H), Debra Anderson (H), Marian Buckman (H), Sherry Keller (H)  
b. Bess moves to approve, Sarah seconds, unanimously approved

2. Bookkeeper to provide volunteer assistance to Treasurer. Suzanne raises concern of whether this is in keeping with our bylaw. Bess stated that she saw no issue with this, to general agreement.

3. 100-member party update:

- a. Cindy reports that we will be able to sell t-shirts. Drinks will be available to attendees through cash bar. Growlers are \$16 each. We may get snacks through Specialty Meat and Gourmet—Cindy has pricing information. Suzanne suggests offering a door prize to encourage people to fill out a response card. We will also put out a jar asking for contributions to cover the cost of the party and contribute to the co-op's funds.
- b. Party budget:  
\$32 for 2 growlers as door prizes  
\$150 for meat/cheese trays  
\$50 for overrun  
Total = \$232 budgeted
- c. Suzanne has card table. Cindy has a portable, longer table. Sarah has a white banquet. Bridget says vendors are to bring own tables.

- Some discussion of where food should go, and table by door to greet people and have member applications. Sarah will do printing of batch of applications. Sam Salter should be bringing his own gear for music.
- d. Party starts at 6:30 pm. Board members should be there at 6:00 pm if possible.
  - e. Sarah moves to approve budget of \$232, Steve seconds, unanimously approved.
4. Review of UCUR Conference, attended by Suzanne and Cindy, along with Cindy's husband. Suzanne provided a copy of notes for board's review. Suzanne and Cindy shared some discussion of co-ops visited.
  5. Elevator speech.
    - a. Suzanne shared her presentation drafted with an eye toward the home parties. Sarah discusses what elevator speech should look like—brief, main points, with call to action (30-second “radio spot”).
    - b. Discussion of key / Q&A points:
      - i. Local foods and local producers
      - ii. Looking at downtown location—underserved market, would serve as a magnet business
      - iii. Patronage dividends and member benefits
      - iv. Local ownership—no one can buy it out from under us (as opposed to County Market, owned by Cub, owned by SuperValu—or like the Green Bay Packers, who have never threatened to leave Wisconsin)
      - v. Keeping our dollars in the local economy
      - vi. Building community through local buying power
      - vii. Provide information and education
    - c. Some discussion of statistics from Kelly Kane regarding the amount of money flowing out of the region because we don't buy local. Steve shares anecdote of Hudson resident who moved here from Minnesota, works and shops in Minnesota, and has never been to downtown Hudson despite living here.
    - d. Discussion of our existing talking points—Cindy will review and revise from this starting point to come up with a hand-out for the 100-member party.
    - e. Discussion of needing to energize members, that job isn't done when you get a new owner until that person is motivated to spread the word and recruit new owners themselves.

- f. Action item—each board member to come up with a 30-second radio spot for next meeting.
- g. Sarah also suggests that ownership committee revise new owner materials to include co-op business cards and “spread the word” literature.

#### 6. Board & Committee Reports

- a. Suzanne has no further report beyond UCUR notes.
- b. Cindy has nothing further to report.
- c. Sarah reports:
  - i. Ownership Committee progress. They had initial meeting and worked on draft of charter.
  - ii. Treasurer report, board financials are solid. Moving and straightening out books on software is just about complete.
- d. Bridget reports on Vendor Relations Commission—meeting was sparsely attended, with some new members. Research on potential vendors has been assigned to committee members for vendors within a 100-mile radius.
- e. Bess reports on Marketing Committee meeting—also was very sparsely attended. Blog topics for April’s dairy theme were worked out.

#### 7. Adjourned