

Hudson Grocery Cooperative
Board Meeting Agenda
February 10, 2016
701 Second Street, Hudson, WI

Board Learning Session 6:00 - 6:30

Directors Present: Nick Meuret , Jacki Bradham, Sarah Atkins, Don Kirkpatrick, Carol Zempel, Katie Nelson-Heil, Marina Onken, Beck Peters

1. **Call to Order**

President Kirkpatrick called the meeting to order at 6:30 p.m.

2. **Approval of Minutes**

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

3. **Approval of Agenda**

Kirkpatrick moved to remove “currently non-standing” from Fundraising & Finance Committee. Motion approved by Onken. Second by Bradham. Motion carried unanimously.

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

None to report

5. **Board Reports**

- a. **President’s Report:** Kirkpatrick looked into CDS. \$6700 a year that includes a personal relationship w/one of their developers. It involves leadership training, consulting services and webinars. MFCB (Minnesota Food Cooperative Board) is basically a blog where they add content and then directors and GM’s meet in person for tours/informational sessions during the day. Kirkpatrick might be able to attend these in the summer. Kirkpatrick will send the board the information. CDS sent out a survey on coops through UWRF’s College of Business and Economics. St. Paul Pioneer Press had an article on local--Kirkpatrick will send link to article. Also mentioned that if in Madison there are training events available through Co-op Cafe.
- b. **Vice President’s Report:** Attended Chamber of Commerce Award event and networked.
- c. **Treasurer’s Report:** Balance sheet will be included with Board packets going forward. 2014 Fiscal Year End report ending June 2015 and taxes due March

15, 2016. Fiscal year runs July-June. Clarification of \$2.60 PayPal (2.75% per transaction) charge for each online application. Board insurance policies are available. Resources of \$12,500 and access to seed grant of \$5,112.07, which will provide matching funding of our expenses. Board members will continue to charge training expenses on individual credit cards and then get reimbursed. Kathy Tobias was removed and Beck Peters added as a signatory to co-op account.

- d. Secretary's Report: Committee members contact information were added to committee's document.
- e. Other Director's Report: nothing to report

6. Old Business

- a. Website: Nelson-Heil is going to take over the updating of the website. Discussion followed on the need to post Board meeting minutes publicly. Group consensus was that annual shareholders meeting minutes should be available to owners. Ultimately it was decided that Steering Committee should review our policy on meeting minutes. Kirkpatrick asked that board members should review website and bring back suggestions for Saturday's meeting.
- b. Up and Coming update. Up and Coming Conference grant application was submitted. Each person should have submitted their own grant application. Zempel is going for pre sessions on Thursday. Nelson-Heil will be targeting finance sessions. We were awarded a \$350 grant. Meurett will not be attending. A board retreat is scheduled for March 26th 8-10 a.m. to discuss conference sessions.

7. Committee Reports -- See Appendix A for final goals and budget

- a. Fundraising & Finance
Establish committee; \$0 budget. Motion by Onken to approve goals and budget. Second by Meurett. Motion carried unanimously.
- b. Ownership & Volunteers
Motion by Atkins to to approve goals and budget. Second by Onken. Motion by Atkins to amend budget to \$750 budget. Second by Onken. Motion carried unanimously.
- c. Marketing & Communications
Building community through food. New brochure design reviewed. Developing content & streams of content. Request to hire a writer that would cover local food providers. "Humans of New York" as applied to HGC co-op owners. Website, Beet, Facebook, Twitter and Hudson Star-Observer. Four owner drives - \$0. Motion by Atkins to approve goals and budget. Second by Nelson-Heil. Motion by Atkins to amend budget to \$5000 and approve 6 articles and then assess if another 6 articles warranted. Second by Onken. Motion carried unanimously.
- d. Steering

Create evaluation criterion and oversee the Board's self assessment and promote board member education. Motion by Nelson to approve goals and budget. Second by Atkins. \$4000 budget. Motion carried unanimously.

- e. Vendor Relations - Currently non-standing

8. New Business

- a. 2016 budget recommendation \$10,250 = \$9750 committee's budget & \$500 misc. expenses. Motion by Atkins to approve Board budget. Second by Onken. Motion carried unanimously.

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. Kirkpatrick has a box of sunglasses with co-op logo that can be passed out at events. Please let him know if/when you need them.
- b. Please send Kirkpatrick an email when Board members are unable to attend meetings.
- c. Next meeting Wednesday, March 9, 2016. Wednesday, April 13, 2016.
- d. HGC House party at Marina's house on Feb. 28, 3-5 p.m. 324 Valley Commons.

10. Adjournment

Motion by Onken to adjourn meeting at 8:37 p.m.. Second by Atkins. Motion carried unanimously.

Hudson Grocery Cooperative

2016 Goals

Approved Feb 10, 2016

Board Goals

- 230 new owners by November 2016

Director Goals

- Each director participate in education process

Committees Goals:

Steering Committee Goals

- **Create evaluation criterion and oversee the board's self-assessment and improvement process.**
- **Continue to focus on and promote board member education**

Marketing and Communications Committee Goals

- Development of HGC messaging content
- Implement "educating our customers" plan

Ownership and Volunteers Committee Goals

- Finalize system for notifying all new applicants of receipt of application
- Perform first annual audit of ownership database
- Document planning procedure and post-meeting document process for annual Meeting
- Initiate volunteer training packet hold a volunteer party

Vendor Relations Committee Goals

- Non-standing committee

Fundraising and Finance Committee Goals

- Establish Finance and Fund Raising Committee
- Develop relationships with HGC owners who experts in the field
- Support education initiatives around Co-op finance

Approved budget for committee work:

Finance and fundraising	0.00
Ownership	750
Marketing	5000
Steering	4000
	9750.00

Additional coverage for expenses such as

Insurance, Paypal/bank charges and fees, Postage shipping, Misc. office supplies, and the like

500.00

Total budget request: 10,250