



HGC Board Meeting Minutes

May 9, 2017 6:15pm

Library Room 216

[Minutes Amended 6/13/17](#)

[Minutes amended 7/7/17 to include Nick as present at the meeting](#)

1. **Call to Order** 6:23pm

Board members present: Katie Nelson-Heil, JoAnna Demulling, Michelle Sjobeck, Carol Zempel, Sarah Atkins, Nick Meurett

2. **Approval of Minutes**

a. Review and approve April minutes

Nick motion to approve, second by Michelle

3. **Approval of Agenda**

4. **Owner forum**

no owners present

5. **Board Reports**

a. **President's Report**

- Katie will provide a document that is more descriptive of board member responsibilities, i.e. general best practices. She will send to Steering, and it can be finalized there.
- Katie did some research into a holistic system, a 'free' CRM system. It is available free for limited usage. The system can restrict user access, and can integrate all owners and volunteers into one source. It also has capability for email and Mail Chimp integration, allowing a single source of truth. JoAnna will also check into Google for these capabilities, but it may be lacking some of the functionality required.

b. **Vice President's Report** - none

c. **Treasurer's Report**

- Sarah provided the Treasurer's report and reviewed all April debits/credits. She will create a detail report and post to Google drive. Sarah will post all expenses as they are incurred each month, such as postage and printing expenses for Owner mailings and annual meeting postcards. This will be completed and up to date by the end of June for 2016 - 2017 fiscal year.

d. **Secretary's Report** none

- e. **Other Director's Report** - Discussion of the responsibility of O/V vs. Marketing to notify owners, via email blast, of upcoming events. These owners may have opted out of receiving the Beet via Mail Chimp so they would not get any communication.

[Sarah reminded the Board that we have protocols to follow that are set forth in the Articles, Bylaws, Committee Charters, Policies and Statutes that govern how we operate as a Board. In particular, she noted that the cooperative is subject to Wisconsin Statutes regarding open meeting rules, meaning any changes to Board meeting date, time and location must be go through a process before they can be implemented.](#)

## 6. Old Business

- a. **Meeting with Mead Stone with River Market (Katie/Carol/JoAnna)** - informal Q&A with Mead, the GM. Mead provided Katie with some helpful references & resource information for future use, especially as we move toward fund-raising and the capital campaign.
- b. **Board member email addresses (Sarah)** mapping is now done
- c. **Membership agreement (Katie)** still pending
- d. **Critical roles/responsibilities transition plan (Katie)** this will go to Steering Committee
- e. **O/V database plan** hold for future discussion
- f. **Review project plan (Carol)** Handed out a hard copy for everyone to review. Defer discussion to the June meeting due to other priority agenda items.

## 7. Committee Reports

### a. Ownership & Volunteers

- i. O/V Committee Update
- ii. **Budget Request** - Sarah will submit budget amount projected for sending new owner packets

### iii. Approve New Owners

Approval of new owners listed below: Nick motion to approve, Michelle second

- 461 Heather and Macorde Jacobs
- 462 Judy Schottler
- 463 Jennifer Donahue & Bob Gerhard
- 464 Lynette and Kurt Beinlich
- 465 Cristy and Steve Schrank
- 466 Charlotte and Michael Hipsher
- 467 Jane Richards
- 468 Geri and Rich Cooke
- 469 Mary and Jarod Morgan
- 470 Joseph A. Kinney
- 471 Nancy and Chris Wendell
- 472 Donna Schulz
- 473 Daniel Gorka
- 474 Melissa Pelland
- 475 Karrie and Paul Weaver
- 476 Karen and Michael Mankowski
- 477 Andrea and Peter Favilla

### b. Marketing & Communications

#### i. Marketing Committee Updates

- Carol to attend Marketing presentation sponsored by the Chamber on 6/13

#### ii. **FB Campaign Metrics** At start of the Spring to 500 ownership drive, FB page had 1461 likes, and now it's at 1514 total. Good progress on FB activity!

#### iii. Upcoming Events

- Ultimissimo Mutt Wash on June 25. HGC will have a table. O/V to solicit volunteers.
- participate in the Booster Days parade on July 1
- Will not attend the Community Fair sponsored by YellowStone Trail Days. There's only 2 vendors signed up, and main focus at Lakefront Park is a car show.

#### iv. **Budget Request** \$100 for Booster Day parade, \$13 for Marketing presentation. Request approved.

### c. Steering

- i. **Steering Updates** next steering committee meeting is 5/16
- ii. **Budget request** none at this time

8. **New Business** none

9. **Adjournment** 7:57pm

### Action items

Task / Action item	Assigned to	Due Date/status	notes
register for Booster Days parade on 7/1	Carol	completed and paid on 5/31/17	Carol paid by personal credit card and will submit expense report for \$104.50
solicit volunteers for Ultimissi Mutt Wash on 6/25	Sarah/Melanie	6/12/17	
schedule a parade planning meeting	Carol	pending	to decide on driver, vehicle, float trailer, theme, etc
solicit volunteers for the parade	Sarah/Melanie	pending	
research on CRM tracking system	Katie	report status at 6/13 board meeting	
report on capabilities of utilizing Google for contact management	JoAnna	report status at 6/13 board meeting	
detail financial report	Sarah	before 6/13 board meeting	
research appropriate wording for owner agreement when signing up via website	Katie	report status at 6/13 board meeting	
update project plan	Carol	report status at 6/13 board meeting	review with the Board

**Submitted by:**

Carol Zempel, Secretary