

**Hudson Grocery Cooperative
Board Meeting Minutes
December 9, 2014
701 Second Street, Hudson, WI**

Directors present: Sarah Atkins, Jacki Bradham, Don Kirkpatrick, Megan Laney, Dietmar Schlei and Kathy Tobias

Directors absent: David Larson and Marina Onken

1. Call to Order

President Schlei called the meeting to order at 7:10 p.m.

2. Approval of Minutes

A. November Board Meeting

Motion by Kirkpatrick to approve the board meeting minutes. Second by Tobias. Motion carried unanimously.

B. Annual Meeting

Motion by Atkins to approve the annual meeting minutes with a correction. Second by Kirkpatrick. Motion carried unanimously.

3. Approval of Agenda

Motion by Bradham to approve the agenda. Second by Atkins. Motion carried unanimously.

Discussion followed noting that it is not necessary to approve the agenda because any additional agenda items may be presented under Other Business.

Motion by Atkins to remove "approve the agenda" from the monthly agendas. Second by Tobias. Motion carried unanimously.

4. Old Business

None.

5. New Business

A. Discussion on efforts/methods for ownership increase

It was noted that Ramona and Marina have already been working with the marketing and ownership committees. The Marketing Committee is currently focusing on revising the HGC presentation to target it for owner recruitment.

B. Stalling all current activities that are not related to increasing ownership.

Schlei and Atkins noted the most pressing need is for HGC to increase ownerships. Therefore, Schlei noted that he would like to put all unneeded committees "to sleep" and transfer all board and volunteer efforts towards recruiting new owners.

After much discussion it was determined that, for the most part, focusing all efforts toward recruiting owners is already being done. However, there are some Steering Committee activities that are needed, such as board training that would improve the director's ability to do its job, and would ultimately result in more owners.

It was recommended that the Steering Committee table the certificates and bylaw until July.

Kirkpatrick will create a calendar for the Steering Committee to outline needed activities for 2015.

6. Board Reports

A. President's Report

President Schlei noted he is delighted to work with the board.

B. Vice President

None.

C. Treasurer

The December bank balance is \$13,903.56.

Atkins noted that the Post Office Box, PayPal Account and Bank account are still in past president's name and she will work on transferring accounts to the new officers.

D. Secretary

None.

4. Committee Reports

A. Fundraising & Finance

None.

B. New Ownership & Volunteer

Eleven new HGC ownership applications were presented to the Board.

- 237 Kelle & Chris Anderson
- 238 Felicity Plansky & Julian Price
- 239 Liane Niedernhoefer
- 240 Dolores & Grover Eaton
- 241 Karen Mueller
- 242 Elizabeth Kaldun-Buchholz
- 243 Robert & Adrien Porter
- 244 Kari Lippert
- 245 Amy & Todd Stonestrom
- 246 Bryce & Kelly Buckles
- 247 Bill & Paulene Feyereisen

Motion by Kirkpatrick to approve eleven new HGC ownership applications. Second by Bradham. Motion carried unanimously.

Atkins noted that the committee is working on a data audit to verify ownership information.

C. Marketing & Communications

The Marketing Committee met on December 3rd as a joint meeting with the Ownership Committee. The committees will continue to meet jointly and focus all efforts on building the owner base. Once HGC gets closer to opening a store the committees can separate and then focus on their different tasks.

The committee is working on setting up the HGC presentation to be used for recruiting owners. Once completed, it can be used for group meetings and or in-home parties.

HGC had a booth at Reindeer by the Park. The event was free to attend and a great opportunity to get HGC name exposure, but not well suited for recruiting new owner.

In February, HGC has been offered an opportunity to participate in the Hudson Hot Air Affair.

The committee also discussed a variety of potential marketing ideas.

Bradham noted that Linda Ruhland has offered to help write articles for the Beet newsletter.

D. Steering

Kirkpatrick noted that the committee is working on the committee charter and goals, a 2015 timeline of projects, and new board training.

The committee will not be meeting in December.

E. Vendor Relations

None.

8. Other Business

None.

Next board meeting is Tuesday, January 13 at 7:00 p.m.

9. Adjournment

Motion by Atkins to adjourn the meeting at 8:57 p.m. Second by Tobias. Motion carried unanimously.

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative