

**Hudson Grocery Cooperative
Board Meeting Minutes
April 14, 2015
701 Second Street, Hudson, WI**

Directors present: Jacki Bradham, Don Kirkpatrick, Megan Laney, David Larson, Marina Onken, and Kathy Tobias.

Directors absent: Sarah Atkins and Dietmar Schlei

1. Call to Order

Vice President Tobias called the meeting to order at 7:05 p.m.

2. Approval of Minutes

A. January Board Meeting

Kirkpatrick asked for clarification that the board agreed to use Christi Gardenas for the redesign of the HGC website at a cost of \$399.

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

3. Approval of Agenda

Motion by Kirkpatrick to approve the agenda. Second by Larson. Motion carried unanimously.

4. Old Business

A. Ownership Gift

Larson reported on his research on HGC given away donated gift certificates and provided additional wording for the bylaws to clarify the procedure. It was suggested that the wording would be better used in the policy manual. Kirkpatrick noted his concern about HGC given away ownerships and if this is not counterproductive to building the owner base.

Motion by Onken to add wording on the process for HGC given away donated gift certificates to the policy manual. Second by Tobias. Motion carried unanimously.

B. Corporate Ownership

Larson noted that the bylaws allow for corporate ownerships, however the board needs to set guidelines for owner benefits for its corporate owners. Larson will draft wording for the corporate policy addressing the number of employees to access HGC owner benefits to present to the board.

C. Market Analysis

The Market Study Sub-committee will address questions as to what is needed for Debbie at G2G and get clarification on what information HGC needs to provide.

The committee will look locations in downtown Hudson and North Hudson and possibly on the hill. It was noted that the new Stillwater Bridge will have an impact on the traffic pattern. Bradham recommended G2G works Logan Kelly at UWRF for demographic information as St. Croix County is in a complex metropolitan statistical area (MSA).

Laney, Bradham and Tobias will serve on the Market Study Sub-committee and present information at the next sub committee.

5. New Business

A. Grasshopper Phone System

The Grasshopper system allows users multiple phone numbers and cost \$30/month. More info is available at grasshopper.com. Table the phone system until there is a higher volume of calls.

6. Board Reports

A. President's Report - None.

B. Vice President - None.

C. Treasurer

Atkins submitted the treasurer's report by email and noted that HGC's Tax Returns were submitted on March 16 and have been posted on the Google Drive.

D. Secretary - None.

E. Other Director's Report

Kirkpatrick noted that the Kiwanis Club presentation went well and at least one owner joined the Co-op. The presentation could use some additional tweaking and improving.

7. Committee Reports

A. Fundraising & Finance - None.

B. Ownership & Volunteer

15 new HGC ownership applications were presented to the Board.

- 270 Michele McElmeel and Ron Pierce
- 271 David and Lori Grambow
- 272 Hans Friese, Ciranda
- 273 Beth and Eric Nuutinen
- 274 Diane and Dale Magnusson
- 275 Kathy Gard and April Durow
- 276 Matthew Carlson and Melissa Clymer
- 277 Gena and Steven Setzer
- 278 Lisa and Nick Meurett
- 279 Kristin and Joshua Coonan
- 280 Jill and Tim Kusilek
- 281 Kristina and Matthew Maki
- 282 Chad and Anne Moe
- 283 Mike and Kayla Demopoulos
- 284 Shane Walker and Jameane Gillis

Motion by Larson to approve fifteen new HGC ownership applications. Second by Tobias. Motion carried unanimously.

Volunteers are needed for the May 5 Owner Drive Happy Hour and budget needs to be set. Onken noted she is available to work at the event.

Motion by Onken to approve a budget of \$150 for the May 5 Owner Drive event. Second by Tobias. Motion carried unanimously.

C. Marketing & Communications

Brochures and flyers for the May 5 Owner Drive have been distributed. A press release for the event will be distributed and a Facebook event will be boosted a week before the event. The last Facebook boost seemed to work well so we will contact Mellissa and use the same demographics that she used last time.

The current version of the presentation (to the Kiwanis) should be uploaded to the Google Drive.

D. Steering

Kirkpatrick noted that the Steering Committee meets tomorrow.

E. Vendor Relations

It was noted that there is an HGC vendors list and a vendors sign up might be something that could be added to the website.

8. Other Business

The Chamber has a Golf event on June 22 at White Eagle. There is an opportunity to sponsor a hole at \$400. While the hole sponsorship is too expensive, there may be other opportunities for HGC to have a presence or hand out brochures.

Next board meeting is Tuesday, April 12 at 7:00 p.m.

There was discussion on moving the meeting to an earlier time of 6:00 p.m. The directors present agreed they would all prefer an earlier time, but this would need to be agreed to by all of the HGC directors.

9. Adjournment

Tobias to adjourn the meeting at 8:25 p.m.

Minutes submitted by
Jacki Bradham
Secretary, Hudson Grocery Cooperative