

Hudson Grocery Cooperative Board Meeting Minutes
March 10, 2020 at 6:00 p.m.
701 Second Street, Hudson, WI

Directors present: Jacki Bradham, Sarah Atkins, Tom Robinson, Tim Hall and Tracy Yndestad

Guest present: Erica Perry

Directors absent: Pam Brokaw

1. Call to Order at 6:08 Tim, Tracy, Sarah, Tom, Jacki Guest: Erica

The meeting was called to order at 6:08 pm

2. Approval of Agenda

Motion by Tim to approve the agenda with the addition of new volunteer under new business.

Second by Sarah. Motion carried unanimously.

3. Approval of Minutes

Motion by Tom to approve the minutes. Second by Tim. Motion carried unanimously

4. Owner Forum - None

5. Board Reports

a. President's Report

i. Up & Coming Conference Review by Tracy & Erica

- Some co-ops have been organizing a long time - so keep motivated.
- At all meetings have volunteer signup with job description, job listings, hours, etc.
- 101 do an info meeting new owner orientation
- Need to train volunteers & communicate
- Ask over & over
- Shorter campaigns – do several short ones and see what works
- Owner/volunteer sign up at each public event
- Have someone (O/V) track those who said they would volunteer
- All volunteers have contact info - share before events
- Put board/committee contact info in the tote
- Funding Campaigns – loans require a lawyer (with fees) and consultant for loan
Champaign amounts around \$2000, so people who can afford it make the loans.
1/5 owners give loans. Let people lending set their rates. Need 4 million to open
– \$1.2 million from owners – Co-op bank.
- Like a public radio, use a match as a marketing incentive. Hold weekly update
meetings. Took 8 months to set up the campaign and 2 months to raise funds.
- Growth: owner campaign shorter times recommend 3/mo Spring & Fall the best.
- Coffee with the co-op.
- Remove barriers to joining as possible - Set up square account so people
- Have a “Pitch Packet” - with owner drive we are integrating much of this already.
- We are on-track. \$80 coupon incentive.
- Answer the questions: Why a go-op? What need are we filling?
- Erica's email addresses the point for why – also, creating a local food system
- The Conference will be In Madison for the next 2 -3 years

ii. What are the HGC's Q&As

- Have a board retreat to review supporting docs. And maybe new uses.
- The O/V meeting is the 2nd Tuesday - Tim – will review Q & A.

b. Vice President's Report - None

c. Treasurer's Report

Motion by Tim to approve Treasurer's report. Second by Tom. Motion carried unanimously.

d. Secretary's Report - None

e. Other Director's Report - None

6. Committee Reports

a. Ownership & Volunteers

Motion by Tim to approve owners 589 and 593. Second by Tom. Motion carried unanimously.

Google Form – Tracy

Send O/V a volunteer request for the Market

b. Marketing & Communications

i. Brochures - get printing quotes

ii. Owner Drive need owner address from O/V

iii. Learning Sessions: Soil April 7 & Foraging Walk July 22

iv. HGC Market Day: March 28

v. February Beet distributed - 3/3/20

vi. Right to Harm Movie - showing cost \$200

c. Steering - None

7. Old Business

a. HGC owner refunds:

Per our CPA, we need to add verbiage about "not more than \$80 investment" to refund policy. Sarah will write the refund policy for board approval.

Currently we only have 1000 ownerships available. A corporate resolution is needed to authorize additional new stock.

8. New Business

a. Owner Drive: "Grow Your Co-op"

- Sarah suggested incorporating Erica's points into the supporting documents

- Possible kick off owner drive Hop & Barrel

- Volunteer Jennifer Ruhbe noted she can help with business plan and committees.

- Learning Session: Tim suggested speaker Casey Cain from UWRF

- Gail Armbrust is interested in volunteering with O/V working on the database

- Tom will seek sponsors for the \$80 coupon. We would aim for printing 200 copies.

They would be valid for 1 year. Format as one perforated one-page sheet rather than a booklet.

Move to closed session - None

9. Other Business

a. Next meeting Tuesday, April 14, 2020

Sarah will organize a Zoom meeting/conference call

10. Adjourn

Meeting adjourn at 8:12 pm