



Board Meeting Minutes

Tuesday, **March 8, 2022 @ 6:00** Zoom Hosted by Sarah

Next regular meeting Tuesday, April 12, 2022 @ 6:00

<https://us02web.zoom.us/j/81511233266?pwd=YzQ5T3dNdDh0a3BjL3E1MmxlVWI2QT09>

1. Call to Order - Called to order at 6:13 pm by Joe
 - a. Directors present: Joe, Sarah, Hannah & Tavia - Erik entered 6:30
 - b. Others present:
2. Approval of Agenda - Deemed approved without objection
3. Approval of Minutes **Feb 8, 2022**
 - a. Deemed approved without objection
4. Owner forum - Joe
Opportunity for Owners to make the Board aware of topics/issues/opportunities. 3 minute limit per speaker. Unlimited emails may be sent to the Board at HUDSONGROCERYCOOP@GMAIL.COM
5. Board Reports
 - a. President's Report -
 - i. Joe & Tavia attended Moses conference
 - ii. Up & Coming Scholarship award \$250
 - iii. Joe met with Laura (GM @ Ashland store) will share some tips & files that have been helpful to them in building phase - follow up on this later
 - b. Vice President's Report - Erik
 - c. Treasurer's Report - Sarah. Financials *Moved by Joe, Seconded by Hannah, Passed*
 - i. There is an \$80 gift certificate in accounts to use
 - d. New Owners for approval *Moved by Joe, Seconded by Hannah, Passed*
 - e. Secretary's Report - Hannah
 - f. Other Director's Reports - Tavia
 - i. Tavia attended Moses Conference to rep HGC & Oh Beehave - made some connections with local farm businesses & is keeping in touch with them for future relationships
 - ii. Joe also attended - mentioned meeting lots of people who were new to the space & was encouraged that lots of new people are entering the space of organic farming. Speaks to the growing movement & means hopefully lots of new vendors to explore in a store
6. Old Business
 - a. Crimson Group (ongoing) 2nd Thursday of each Month (Hannah, Joe, anyone) Who attended Feb? Any notes?
 - i. February's group talked about how most new owners outside "core owners" come through the website. It must clearly communicate what you are & have clear join buttons. Keep all the important things above the fold
 - ii. the topic of refreshing the logo came up & board all seems on board to discuss updating that in the near future. Current logo developed in 2012 and could definitely be at least

modernized. A full brand refresh & style guide, including a website reboot should be priority. Erik will bring this to marketing meetings for further discussion. We also need business cards & brochures, supplies are running low so could be a good time for logo refresh.

- iii. Possibly open to also a name change - see if that comes naturally with the logo & style refresh.
- b. How do we fill remaining board seats by summer?
- c. Password change on gmail HUDSONGROCERYCOOP@gmail.com because of possible leak - recorded in secretarial files
- d. Hudson Chamber Awards - Joe, Carrie & Hannah attended
 - i. Carrie took a photo on her phone, ask her for a copy of that
 - ii. our table mate Leo @ Market & Johnson construction could be a good contact for store building
 - iii. a couple people to follow up with to become members - Mary Claire (Chamber President) could use a personal follow up by Joe or Sarah:) Maybe a lunch?
- e. approved 2022 goals
 - i. have been shared in the Beet but other places are good too
- f. FCI live sessions - all sessions uploaded to FCI YouTube for review (foodcoopinitiative)
 - i. Erik attended a couple - mentioned making sure to think through inclusiveness - such as including closed captioning on videos posted
- g. changed monthly board meeting start time to 6:00 instead of 6:30

7. Committee Reports

- a. Ownership & Volunteers - Sarah
 - i. re-working PowerPoint presentation?
 - ii. Script writing (for voicemail & phone discussions) to new/old owner calls - looking for volunteer (Carrie?)
 - iii. No February meeting - struggling to get people to participate
 - iv. May chat with Jen (new owner) about getting involved / being OV chair
 - v. Sarah trying to pass OV over to somebody new with more time to devote to it
 - vi. Hannah & Tavia said they can take occasional owner calls (10-15)
- b. Marketing & Communications - Erik
 - i. March 19 Market Days
 - ii. Hannah & Jacki work on seed exchange table for March Market Days
 - 1. partner with Hudson Home & Garden Group
 - 2. Tavia may be able to post some posters around town - Erik will check with Jacki about getting flyers printed
 - iii. cultivating the commons - clinton cass / native seed preservation & genetics?
 - iv. website fix - Edwin to give a quick diagnosis of broken links - so we can consider if it's worth fixing right now or just waiting for a website redesign
 - v. virtual learning sessions (Hannah) resuming in spring in person
 - vi. Sammi helping on social media?
 - vii. Movie Discussion - Kiss the ground? Hannah/Tony lead discussion - set a date at marketing meeting
 - viii. working on compiling a list of community events for the next 12 months to attend.
- c. Steering - Joe
 - i. Next steering meeting: March 22 - 7:00
 - ii. Dive into new goals & plan on how to accomplish them. Stewart provided some resources to guide these plans forward.

- iii. Mentioned some possible future store sites we could explore - a bit premature though but good to have on our radar

8. New Business

- a. Up & Coming conference May 19-21, Scholarship application due Feb 11
<https://docs.google.com/forms/d/e/1FAIpQLSddxhaHeFLPizulS2xU0U1zkwnfyBs-rM154mU0fiBJnsX8rQ/viewform>
- we were awarded \$250 in scholarships for conference- yay! Joe & Tavia probably attending, possibly Erik too.
- b. WI co-op feasibility grant - we should try to apply for June 15 or Aug 15 grants - lets begin gathering materials <https://ruralwi.com/resources/wisconsin-cooperative-feasibility-grant/>
 - i. "Must hold an active quote from the consultant with whom they wish to work for their full or partial feasibility study" Do we have this? G2G Market research done in 2015
 - ii. *Bridget Omara is a professional grant writer - Sarah will connect her to Hannah to discuss writing this grant for us
- c. Joe will reach out to Debbie Suassuna at G2G Research Group to get a quote to update market study
 - i. *Joe has Business Plan & Market study updates to share (cost & timeline approximations)
- d. Upcoming Crimson Group - March 10 @ 12:30 <https://us02web.zoom.us/j/81997473834>

9. Adjournment - 7:47 pm