



Board Meeting Minutes

Tuesday, **May 10, 2022 @ 6:00** Zoom Hosted by Sarah

Next regular meeting Tuesday, June 14, 2022 @ 6:00 pm

<https://us02web.zoom.us/j/81511233266?pwd=YzQ5T3dNdDh0a3BjL3E1MmxlVWl2QT09>

1. Call to Order - 6:15 pm
 - a. Directors present: Joe R., Erik B., Tavia, Sarah, Hannah
 - b. Others present: Grace Kazak, graphic artist (6:30)
2. Approval of Agenda -
3. Approval of Minutes April 12, 2022
4. Owner forum
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 - Joe
 - i. Had dinner with Jen and Steve Cline
 - ii. Steering Cmte has more "meat" in meetings now. Reached out to some older members.
 - b. Vice President's Report - Erik
 - i. Erik visited Oshkosh store - they are struggling to make sales goals & openly discussed their struggles.
 - c. Treasurer's Report -
 - i. discussed spending last month spent a lot on advertising & tax expenses.
 - ii. went over with Up & Coming attendees how to track gas/ mileage & other expenses for the conference.
 - iii. New Owners for approval
 - iv. Seven new owners for approval - *Moved Erik, Seconded by Joe, Approve*
 - d. Secretary's Report - Hannah - Finally logged into email account
 - e. Other Director's Reports - Tavia
 - i. has had trouble getting a conversation going with the other co-ops when trying to introduce us. We don't want to bombard them but will find some ways to connect with them - including at the Up & Coming conference.
 - ii. Joe, Erik & Tavia discussed
6. Old Business
 - a. Crimson Group - postponed for conference (every 2nd Thursday 1:30-2:30)
 - b. Website patching
 - i. Jacki suggests finding a new WordPress template to move the site to & patch that way
 - ii. check in with Edwin again
7. Committee Reports

- a. Ownership & Volunteers -
 - i. has a list of monthly tasks to accomplish in a specific order - really just needs volunteers she can hand off projects to. Discussed putting together a presentation to get people on the committee & trying to get some of these tasks accomplished routinely.
 - ii. new email blast going out -
 - 1. including above "OV committee 101" to try to bring people into helping
 - 2. Octagon Market - June 7 3-6pm - Grand Fete can hand out Brochures while we're not there
 - 3. Website
 - iii. Next email blast - include mutt wash - looking for volunteers & confirmation of us representing there
- b. Marketing & Communications - Erik
 - i. PowerPoint still needs polishing. Visual updates and writing the script. it's pretty text heavy & there are no notes. We need somebody to make it more visually appealing (removing a lot of the blocks of text) and adding more details in notes for presenter.
 - 1. Erik will get feedback on our presentation from Cy Yusten who uses PowerPoint in his sales presentations & can help us avoid "death by PowerPoint" expo went really well - lots of people stopping by & new owners.
 - ii. Upcoming Markets:
 - 1. Plaza 94 - might not have space for us - waiting to hear back
 - iii. Carmichael market - awaiting confirmation of booth space
 - iv. Sammi will help with social media marketing - she suggested "reels" are effective marketing right now. Ads are also effective if you can really hone in on your audience.
 - v. Hannah working on a video this summer with intention of finishing it in the fall
- c. Steering - Joe
 - i. Suggested building a sub-committee to look into locations so we can get clear projections for market study. Let's try to set this up after Up & Coming committee.
 - 1. Hannah, Erik & Sarah will come in on at least early brainstorming sessions.
 - ii. Joe suggested we all watch the Kick Azz board discussion from the FCI live sessions. <https://www.youtube.com/watch?v=4BQLLNrmGVg>
 - iii. Joe planning on getting in front of chamber & Rotary to discuss co-op.

8. New Business

- a. In person meetings?
- b. Up & Coming conference May 19-21
- c. WI co-op feasibility grant \$50k - we should try to apply for June 15 or Aug 15 grants - lets begin gathering materials <https://ruralwi.com/resources/wisconsin-cooperative-feasibility-grant/>
- d. Last G2G Market research done in 2015 - Joe has new proposals uploaded to drive
- e. Sarah reached out to Bridget Omara is a professional grant writer used to be who used to be on the board - she can potentially be an asset & help us write this grant
- f. Debbie Suassuna at G2G Research Group to get a quote to update market study
- g. Fall Harvest
 - i. Upcoming Crimson Group
 - ii. How can we fill remaining 4 board seats by summer?
 - iii. How can we get OV chair filled & engage owners?
 - iv. Vendor Relations Committee was suggested

9. Adjournment 8:30 pm Joe