



Board Meeting Minutes

Tuesday, **June 14, 2022 @ 6:00** Zoom Hosted by Sarah

Next regular meeting Tuesday, July 12, 2022 @ 6:00 pm

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

1. Call to Order - 6:04 pm - Joe
 - a. Directors present: Joe, Erik, Sarah, Hannah
 - b. Others present: - none
2. Approval of Agenda - 6:08 Erik
3. Approval of Minutes May 14, 2022 - 6:12 Joe
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 -
 - i. See below -
 - b. Vice President's Report - Erik
 - i. discussed the need for us to up our owner engagement, honing your vision and sharing it so people understand and can invest in. A vision confirmation survey was suggested & the need for a marketing plan refresh to make our vision more concise & reachable.
 - c. Treasurer's Report -
 - i. Used 20 of the 80 dollars in gift certificate money as incentives for 2 new owners at Hudson expo
 - ii. \$16.20 income this month from people rounding up for paypal fees
 - iii. May financial report motion approved by Erik - seconded by Hannah, all approved
 - d. New Owners for approval
 - i. 3 new owners 760-762. Steve Dunlap referred one, another from facebook & another *Motion approved by Hannah, seconded by Erik, all approved*
 - e. Secretary's Report -
 - i. Sent out some emails to a
 - ii. there was an email about a new key for the PO box - Sarah explained that an old founding board member has her name on our PO box, PayPal & others - she never changed the names to new people so there has been some hiccups & confusion regarding that & it something we will need to deal with in the future.
 - iii. hudsongrocery.coop - we haven't figured out how to set up emails & various accounts within this email in an affordable manner -
 - iv. Erik discussed sending the owner emails via MailChimp instead of using her personal email account. Mailchimp allows up to 10,000 emails per month for free. Jackie is currently using this for the beet. Let's schedule a working session where we can work on this.

- v. website refresh still needs to be done - people are probably turning away because of all the broken links
- f. Other Director's Reports - Tavia (not in attendance)

6. Old Business

- a. Crimson Group - (every 2nd Thursday 1:30-2:30) JQ encouraged us to pick just a few things we can focus on for the rest of 2022 instead of being overwhelmed by the million things we need to do. She recommended we do a vision survey with the owners/ community. Cultivate co-op out in CA did one of these and it re-invigorated the community & engagement. JQ will hopefully send out some framework & details of what they did & talk to Cultivate about what exactly they did & why it was so successful. Depending on when we do it we can report on it at the annual meeting. It's good to check in with the community on what THEY think the co-op will be & what they signed up for. Also consider how the survey is marketed - not JUST the content of the survey. It can be sent to owners & non-owner community / community leaders, survey people at events...etc.
- b. Sarah mentioned that we did do a survey in 2018 & September 2020 - we should look at those & see if things have changed & how our questions compare with cultivate.
- c. Up & Coming conference - discuss takeaways - (notes uploaded to drive)

7. Committee Reports

- a. Ownership & Volunteers - no meeting in May
 - i. mutt wash - June 26
 - ii. Octagon House one Tuesday/month (July 12 next - need volunteers) (Sustain Hudson is there every week - we can get them some brochures to pass out, in general we need volunteers if we are going to try to be there more often.)
 - iii. Sarah sending out an email looking for volunteers for events
 - iv. Prospect Park was discussed for the harvest party & going a little bit bigger on it this year
- b. Marketing & Communications - Erik
 - i. farmers markets / Octagon house / Plaza 94 said NO because they don't want to cause waves with fresh & natural.
 - ii. We are hoping to do the Carmichael market too but haven't set dates yet
 - iii. riverfest (mid-july)
 - iv. needing a regroup in marketing to come up with more concise messaging for social media - they recommended once per day
 - v. no updates on powerpoint presentation refresh
 - vi. Spirt Art Fest in September / National Night Out in Aug / walk in pepper fest parade?
 - vii. We need a helper for yard sign delivery / order / follow up (maybe check the log to call people to see if they're still up / need a new one?)
 - viii. A magnetic bumper sticker is a nice alternative to the yard signs & easy to give out at events & such.
- c. Steering - Joe - no meeting in May
 - i. we might want to consider getting to 800 members before we pay for the market study.
 - ii. Discussed formalizing a subcommittee that can flesh out general locations & research area/ problems in our market to help zero in on some options. Erik mentioned we may be spending money prematurely - we REALLY need to focus on owner engagement before we spend thousands of dollars on the market study. Our time & money is currently better spent getting people excited about the co-op & volunteering.

8. New Business

- a. WI co-op feasibility grant \$50k - we should try to apply for Aug 15 grant deadline
<https://ruralwi.com/resources/wisconsin-cooperative-feasibility-grant/>
- b. How to fill remaining board seats - Joe discussed meeting bankers at the local banks
 - i. getting some people with a financial background would be great.
 - ii. an ad with the chamber of commerce can help bring in skilled owner / board members
- c. How can we get OV chair filled & engage owners?
 - i. OV needs to meet in person so everybody can look at the database
- d. Vendor Relations Committee was suggested
 - i. is a bit premature - let's bring this idea back in 2023
- e. building/location sub-committee meeting?
- f. Write charter
- g. Approve Market Study timeline
- h. Received some loose mockups for new logo from grace - discuss our favorites
 - i. 6, 7, 12, 17
- i. Pledge of \$250 made at FCI for their fund - *Hannah made a motion to approve, Seconded by Sarah, Passed*
- j. Pepper Fest Parade - Riverfest - Scrappy/hand these events off to Marketing
- k. moving to in-person meetings?
- l. Aug/Sept Chamber presentation?
- m. Harvest party / September?
- n. working session June 28 was suggested (5-7?)

Joe learned that NCG should already be signed up before you sign a lease because there's only one rep in the area & she can only do a couple new stores a year - so talk to them early

9. Adjournment - 7:40 pm Joe