



## Board Meeting Minutes

**Wednesday, July 20, 2022 @6:00 virtual/zoom meeting**

**Next regular meeting Tuesday, Aug 9, 2022 @ 6:00 pm**

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

1. Call to Order - 6:10 pm by Joe
  - a. Directors present: Joe, Erik, Sarah, Tavia, Hannah
  - b. Others present: none
2. Approval of Agenda - 6:17 - approved without objection
3. Approval of Minutes June 14, 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](mailto:HUDSONGROCERYCOOP@GMAIL.COM).
5. Board Reports
  - a. President's Report - Joe
    - i. Not too much new to report
    - ii. spoke with Rotary & Chamber groups about doing presentations on a chance to engage with those groups between September-November window to engage deeper & poke around for new board members.
  - b. Vice President's Report - Erik
    - i. Crimson group - last Thursday went over a timeline of plans for the rest of the year - JQ thought it was an aggressive but good plan. Owner drive (to 800) would trigger getting the market study done (at least planned) for the Annual report.
    - ii. September values survey - JQ thought it would be good for engaging new owners to volunteer. Post report we should do a "get to know the co-op" type of meeting to draw people in (October) Joe suggested maybe combined with the fall Harvest party. Then, the results of the survey should be discussed at the November Annual meeting. Erik uploaded a document laying out this plan on drive, under the Board folder "Board Goals / Annual".
  - c. Treasurer's Report - Sarah
    - i. Ended month with about \$21,000 between checking & savings. Still have a \$60 gift certificate available. Net for the year so far is -\$2900.78  
*Erik moved to approve, seconded by Hannah, all approved*
    - ii. New Owners for approval
    - iii. no new owners for approval :(
  - d. Secretary's Report - Hannah
    - i. Recorded plant walk at Bluebird Hill - will edit & share with to Marketing for their use
  - e. Other Director's Reports - Tavia
    - i. Picked up trash - group organized by Riverfest.

## 6. Old Business

- a. Crimson Group - (every 2nd Thursday 1:30-2:30) Was a small meeting this month - Erik had a good chat with JQ about our aggressive but important plan - more below in Eriks report.

## 7. Committee Reports

### a. Ownership & Volunteers - Sarah

- i. Sarah has a good & growing group of volunteers she has recruited to OV - they are looking forward to meeting with. Joan was mentioned as a potential person with committee experience who may be a good person to take over the committee when Sarah is ready to pass it on. Joe & Tavia mentioned they will try to be in attendance as well for the OV meeting. Start at 5:30 7/21/22
- ii. topics for next owner Eblast:
  1. national night out
  2. farmers markets
  3. save the date for harvest fest
  4. yard sign delivery? Looking for somebody to keep track of where yard signs are & keep track of them a bit. Does Erica Perry do this already? We should check in if she is or can take charge of this.
  5. Mention we are doing this owner drive, push owners to recruit their friends - "now is the time to become an owner!" or something like that
  6. Jen Klien - seems to be inserting herself into the community & will be able to get more engaged in fall when her kids are in school. We should check back with her as a potential new board member (in fall).

### b. Marketing & Communications - Erik

- i. Mutts wash was a good event - no new owners
- ii. Riverfest concert - we will have a table there 6-7
- iii. Terry Baker will be a new volunteer at Riverfest
- iv. Carmichael farmers markets
- v. Owner drive & values survey are the big focuses for the next couple months.
- vi. The last Event Volunteer Tracker spreadsheet was filled out in 2019. These should be standard practice at every event - but we have fallen out of practice using them after Covid. These help us organize recurring events & keep track of the more involved volunteers. Keep a spreadsheet of who volunteered & their contact info, what was brought (table, banner, pens, brochures, clipboard...etc) These spreadsheets are ready in drive & should be used with each event & communicated back to OV.
  1. Erik did partially fill out the event/volunteer tracker sheet for the May Expo but we need to make sure they are completely filled out for each event & communicated back to related committees. Joe suggested the "Signup genius" app as an alternative to this system - may be more efficient, user friendly, & easy to use. As long as results get back to the OV committee - Sarah is fine with whatever works.

### c. Steering - Joe - no meeting in May

- i. Pause market study till we get to 800 owners.
- ii. Re-institute building sub-committee.
- iii. Continue to look for more new board seats
- iv. Hopefully a pitch for board members with specific skills at Rotary club in August - Joe wants to work with Erik on some specific targeting language for his presentation.
- v. For the October board meeting we should discuss if any current board members will not take another term - so we can plan for that & see what our needs are.

- vi. Need one more board member to enter & be able to potentially take over / fill in on the Steering committee. 5-7 committee members needed (only looking for 1-2 board members so we don't burn out the board.) Goal is to get a charter established, discuss group goals & meet monthly starting at the end of this month or August. Hopefully short meetings & can look out for good building opportunities & research feasibility of those locations. Erik mentioned he is interested in joining in but capacity for the next couple months is low. Joe may need to roll with this committee solo for now - hopefully with another backup board member joining in later/ end of summer. He currently has a good size group that's interested in being a part of the committee - just hoping for a second board member to be able to fill in if he's away.

## 8. New Business

- a. Review June 28, 2022, Meeting Notes (this was somehow missed in discussion - bring back as new business for August board meeting)
- b. WI co-op feasibility grant \$50k - we should try to apply for Aug 15 grant deadline <https://ruralwi.com/resources/wisconsin-cooperative-feasibility-grant/>  
Be in touch with Bridget Omara & see if we can pull this together. Needs steering meeting notes so Joe - try to get those together asap. Hannah mentioned there MAY be another review date after Aug 15 but needs to double check.
- c. How to fill remaining board seats & make sure we are accounting for any board members who may leave after this year.
- d. Market Study timeline - focus on 800 member drive, which will THEN trigger market study. The lady we used last time for market study is a good person to go to, but she is booked out a while so we should chat with her early & get on her radar before we actually need her.
- e. New logo mockups from Grace - NOTES:
  - i. Overall, the board enjoyed Grace's designs, with some tweaking. We all seemed to gravitate towards #2 & #3, with some adjustments.
  - ii. Board all seemed to agree we can rule out design #1
  - iii. We all liked #2 & 3 - with some adjustments:
    - 1. changing the color story slightly (blue used in blueberries & fonts can be a slightly richer, darker shade.
    - 2. The green shade can also be tweaked - perhaps with the line at the base of the vegetable design on #2 being the slightly darker shade?
    - 3. Try the font from #3 on #2?
    - 4. on #3 - can we make the bottom blue font in CAPS?
    - 5. It was mentioned by Hannah that we certainly could use designs 2 & 3 both in different applications. They are similar enough that they are both recognizable as the same brand & can be used in different ways. They will need to have the same font & color story.
  - iv. #4 was also well liked, not because we particularly loved the design but because it "felt very Hudson" clean, simple, business friendly... but potentially adding a few little "rays" on the sun (letter O) would be cute? Is it even supposed to be a sun? Maybe it's an orange? Also again playing with the color a bit - especially on that blue in the lower banner.
  - v. Across all designs - board agreed a lower case "o" (Co-op instead of Co-Op) looked nicer.
  - vi. Use of the word Cooperative vs Co-op was also discussed, board agreed Co-op was friendlier. Legally it will always be Cooperative, but in our own media we will use Co-op.

- vii. Ideally we can wrap & approve up the new logo by October so we can present it at the Annual meeting in November.
- f. Sept Chamber presentation & Rotary presentations - Joe
  - i. Joe asked about the PowerPoint presentation - did we get a volunteer? (no) Probably makes the most sense to do a working session with the board to go through this & just get it done. Everybody should on their own look through it & then get together & make notes. Then collectively we can make the edits & get it finished for upcoming presentations.
  - ii. Date was selected for the above working session to finish PowerPoint - Wed, August 3, 2022. Potentially in person or hybrid.
- g. Harvest Party Sept 20 -
  - i. We cannot reserve the pavilion (per the city) but Joe suggested we should (and he may just do it) is going to put up a sign or the sandwich boards that say something like "stay tuned - Harvest party 6:00" or whatever the time is.
  - ii. We should try to get somebody to be a speaker for the event - perhaps somebody from another successful co-op (Joe mentioned Stuart Reid from FCI may do it?)
  - iii. We should also try to get a general RSVP for the event.

9. Adjournment - 8:00 pm - all approved

Post adjournment Hannah asked Sarah for information from her potential vendor database - data on local vendors currently selling in other co-ops is needed as part of research for a co-op commercial she is working on this summer. Off the top of her head Sarah mentioned Future Farms in Roberts - Hannah will also reach out to River Market & other local co-ops to ask about favorite local vendors they have used. Hannah is working on this commercial through the summer & will hopefully be editing late fall - with a goal of having it finished, reviewed & approved by the board before the annual meeting in November.