



Board Meeting Agenda

Tuesday, Aug 9, 2022 @ 6:00 virtual/zoom meeting

Next regular meeting Tuesday, Sept 13, 2022 @ 6:00 pm

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

1. Call to Order - 6:16 pm called to order by Joe
 - a. Directors present: Joe, Erik, Sarah, Tavia, Hannah
2. Approval of Agenda: *Sarah approved - none opposed*
3. Approval of Minutes: July 20, 2022 - *all approved*
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. Connected with Mark (Board President) from WE in River Falls. He will be happy to attend Harvest Moon Fest and will try to bring one other. Can also speak to guests
 1. Carrie & Joe planning out a timeline of event so we can designate speaker times
 - ii. Stuart Reid still available to talk at Harvest Fest and I will connect with him later in August to discuss some details.
 - iii. Chamber set for Oct 4th to present and network - Joe plans to go and another BOD welcome to join or back up.
 - iv. Rotary set for Sept 7th to Present and network - Joe plans to go and another BOD welcome to join or back up. (7am)
 - v. Followed up with some others from U&C and will report as I am able to connect and follow up with.
 - vi. Carrie and Joe connected to start into some Harvest Moon Fest planning details.
 - vii. Emma (of Rising Sun farm may want to volunteer
 - viii. Carrie looking into a food truck option for Harvest Moon Fest.
 - ix. Ciranda may be making a contribution again this year towards the party. Asked to share volunteer link etc, to help promote in Company. (Sarah and Carrie copied) Joe thinks maybe \$1000 to be donated
 - b. Vice President's Report - Erik
 - i. Whole Earth - their coffee roaster is no longer working there, Timothy is taking over
 - ii. Grand fete wants to order more - Erik placed order with Timothy (new guy)
 - iii. Do we want to sell coffee at farmers markets? It comes up often - people asking if we will sell (Kay @ grand fete seems to want us to sell it ourselves) We do not have an active sellers permit right now so actually doing regular sales is kind of a sticky situation. We can do donations of coffee & tshirts for ownership incentives. Sarah suggested we can ask Whole Earth if they can package half pound bags that are an easier/cheaper incentive for ownership. Kay said she could have sold ownerships at her store through

coffee sales. We need to make it easier for her to make those sales for us. Brochures & a QR code need to be available to her. QR code sticker on the coffee bags is a great idea. QR code on new business cards, brochures...etc.

c. Treasurer's Report - Sarah

Hannah motioned to approved, Erik seconded the motion, approved

- i. Balance reflects 20,990.37 + one gift certificate available
- ii. July is the first month of our fiscal year - we've brought in 37.97 year to date (July)
- iii. Full year end reports up on drive for review

d. New Owners for approval

- i. Started at 763 this period - ended at 787. A couple came in at NNO, 13 to go for 800 goal! *Joe motioned to approve new owners, Erik seconded, all approved.*
- ii. Erik mentioned he put some of his own money into Instagram ads to test their effectiveness & a couple people did come in & say they were referred via Instagram. These were new people to the co-op, not already following on FB/Insta. BOD discussed the ad analytics & pursuing looking at how effective they are when

e. Secretary's Report - Hannah

- i. Sharing plant walk from Riverfest this week for Marketing to share
- ii. Have phone calls planned with a couple local producers to do a little video blurb for part of an HGC video - will also need to interview a couple community.
- iii. Tavia willing to be on camera for ad, maybe Joe as well & maybe general community / owner viewpoint
- iv. Hannah look into a wireless lav that can work for cell phone videos.
- v. Hannah attending Saint Croix Valley Food Alliance party Wednesday 8/10/22 to make some connections more in the farming community.

f. Other Director's Reports - Tavia

- i. Tavia mentioned a friend who may want to volunteer for Harvest Fest.

6. Old Business

- a. Crimson Group - (every 2nd Thursday 1:30-2:30) - postponed in Aug. Relaunch in September
- b. Review notes from Aug 3rd meeting for powerpoint presentation. - up on Drive
- c. OV & Steering up & running again - Sarah potentially looking at Joan to take over committee. Not asking her just yet, working on it.
- d. Yard sign delivery - does Erica Perry keep track of where they are?
- e. Check back with Jen Klien as a volunteer in fall when kids are back in school. - wait till September
- f. Powerpoint for presentations - BOD met to re-hash points of discussion. Drafts will be sent to board for review & further notes. Joe putting together first draft?

7. Committee Reports -

a. Ownership & Volunteers - Sarah

- i. Joan Hawthorne & Melanie new committee members
- ii. next E-blast will include a call for directors & OV committee, and somebody to be in charge of downtown brochure refills, and volunteers for St Croix Art Fest
- iii. Do we know anybody who works in local political campaigns who can fill this sort of role for us?

b. Marketing & Communications - Erik

- i. owner drive for last 10 days, great results so far! 13 to reach 800.
- ii. Edwin Schenk meeting with Erik to clean up website

- iii. Values survey coming up next month
- iv. no new logos from Grace but Erik will follow up & get a refresh in October for November announcement of new look at Annual meeting.
- c. Steering - Joe
 - i. Site team met & meeting again Aug 18th. Sarah Brook & Paul Bourget - good crew got right to work looking at building sites & viable options.
 - ii. Hudson Word of Mouth discussion is worth looking at the discussion "where should HGC go?" lots of positive interactions
 - iii. New quotes came in for market study professionals -

Sarah motioned & Joe seconded to go into a closed session to discuss market study options

8. New Business

- a. Review meeting notes from PowerPoint presentation review meeting - full presentation due September 7, 2022. Simple, 8-10 slides. Simple graphics
 - i. Under (persuasive speech - become an owner now) on drive - under marketing
- 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/>
 - i. Bridget Omara working on this - she will need steering meeting notes as a requirement.
- c. How to fill remaining board seats & make sure we are accounting for any board members who may leave after this year. Sarah mentioned she wants to step down from board this November. We need to start thinking about how to start transitioning all her ACT database.
- d. Market Study timeline - 800 owner mark triggers market study - Joe getting quotes for several others to do the job besides the woman we used last time.
- e. New logo - do we have new mockups from Grace from last month's notes? - goal set in July to approve new logo by October so we can present it at annual meeting in November.
- f. Sept Chamber presentation & Rotary presentations - Joe
- g. Harvest Moon Fest on Sept 20 - 5-7:30 pm
 - 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. Speaker for the event?
 - iii. We should also try to get a general RSVP for the event.
 - iv. Sisters of Camelot food truck was mentioned as an option for party, but we weren't sure how it'll work, they don't take payment but rather donations. Also, not sure if they will come to Hudson. Carrie brought them up - Tavia also knows them & can possibly reach out.
- h. Need to update calendar so board meetings are scheduled for 6:00 rather than 6:30

9. Adjournment -