



Board Meeting Minutes

Tuesday, September 13, 2022, at 6:00 virtual/zoom meeting

Next regular meeting Tuesday, October 11, 2022, at 6:00

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

1. **Call to Order** - 6:05 by Joe
 - a. **Directors present:** Joe, Erik, Sarah, Tavia, Hannah
 - b. **Others present:**
2. **Approval of Agenda** - Approve in October (Incomplete)
3. **Approval of Minutes** - Reviewed and edited / approve in October
4. **Owner forum** - none
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
Presented at Rotary – received well and got some new owners
Star Observer Article went out – seemed to get some new owners
Lois from Free Range connect – congrats to us, stage 2 to 3 means 2-3 more work
Stuart can't speak at HMF but congratulates us on our success (Noted Market study alone will help us get more interested Board candidates)
Brenda at Osh Kosh – cheers us on
Chamber Max on Sept 13th – missed due to sickness
 - b. **Vice President's Report** - Erik
More coffee to Grand Fete (new order and received) – Need to bill
Value Survey – Finalize by Oct 1. Prior will send test run to Board to complete for comments. Erik to present at HMF. Suggested prizes to give away as drawing to incentivize. Erik proposed \$100 budget (given out in 3 gifts certs at his/marketing choice).
– **Joe Motioned to approve / All approved**
 - c. **Treasurer's Report** - Sarah
 - i. **Ended month** with about \$25,018.68 between checking & savings. Large increase due to new owner drives and donations.
– **Erik moved to approve - seconded by Tavia - all approved**
 - ii. **New Owners for approval**
Owners 788-844 approved – **Joe moved to approve / seconded by Erik**
 - iii. **4 owner details missing**, Erik working on contacting (due to web issue which is now resolved).
Note: Melanie H was big help for Sarah for entry of new owners. Add her to Beet for shout out.

d. **Secretary's Report** - Hannah

e. **Other Director's Reports** - Tavia

6. Old Business

a. **Crimson Group** - New session to resume in October. Discuss if we have volunteers to help and Tavia/Joe/Erik (Assume Hannah) can continue taking turns and reporting back. Goal is to attend min 8 or 10 sessions over next year.

7. Committee Reports

a. **Ownership & Volunteers** – Sarah

OV Data Missing per 5c above and being worked on

Next OV on next Thursday, database training and help with new owner calls.

Sarah to send new invite and record training part.

New volunteers coming to OV to help (1-2 as noted).

b. **Marketing & Communications** – Erik

Website Function better. Next button was creating discount and now fixed. Promo code available for \$10 discount when applicable. All other's promo/discount disabled now.

Edwin to keep helping to streamline things and simplify

Chamber check, still need 32 more and Erik working on.

Winter Markets will be Feb-April this year

Logo Review: Select one to work on. Group decided to review further #1 and #3 (preference was leaning to #1). Carrie H had stopped by and added some remarks (will also give some tips on color to Logo designer.

Erik purchased some ads for HMF (Harvest Moon Fest) to help drive more attention in Facebook.

Add posters downtown, Erik to send to Sarah to print, Tavia to distribute this week.

Social media support sharing HMF. Erik to get added to IG as it was missing. Folks to share heavily this week to drive RSVP and attendance for Sept 20th event.

c. **Steering - Joe**

BOD Seats: leads on 3 candidates in process (+1 via Tavia/Sarah). Joe will interact but also encourages any interested to attend HMF.

Site updates coming later in month and should be a good list 5+ from locations in region and to assist market study.

Getting lots of good feedback along with interactions at Rotary meeting (related to sites/BOD etc).

Will continue with current crew through October with focus now on sites and BOD seats.

Grant application in the works (Bridget/Joe/Sarah) for potential to fund part of market study.

8. New Business

a. **Crimson Group** - New session to resume in October. Discuss if we have volunteers to help and Tavia/Joe/Erik (Assume Hannah) can continue taking turns and reporting back. Goal is to attend min 8 or 10 sessions over next year.

b. **Annual meeting** – decided on Thursday, Nov 17th (time TBD). Joe others to review by Laws or past emails on timing for distribution (printing/stuffing etc). Next meeting BOD needs to approve, Virtual or Hybrid. If Hybrid, need to find a place with good sound.

- c. **Round Up with WE:** Announce at HMF + Social Media/Email promoting.
- d. **Revisit PowerPoint in near future.** For now, Joe to modify Rotary slides for Chamber in October.
- e. **Market study** discussion to review proposals via closed session.
Closed Session 7:16pm - Resumed at 7:23pm
- f. **G2G Consulting** who we used in past approved \$8k + travel exp. Approx 8 weeks to complete. Sarah to send executed agreement with down payment.
- g. **Other topics for HMF:** Quick video by Tavia to promote and share on social this week. HWOM post and Erik will look into and likely add post or circle back with Joe/others to decide.

9. Future Business:

10. Adjournment – 7:3pm 4 - all approved