



## Board Meeting Minutes

Tuesday, October 11, 2022 @ 6:00 virtual/zoom meeting

Next regular meeting Tuesday, November 8, 2022 @ 6:00

<https://us02web.zoom.us/j/81511233266?pwd=YzQ5T3dNdDh0a3BjL3E1MmxIVWl2QT09>

### 1. Call to Order - 6:10 Joe

a. Directors present: Joe, Sarah, Eric, Tavia, Hannah,

### 2. Approval of Agenda - all approved

### 3. Approval of Minutes - all approved

### 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](mailto:HUDSONGROCERYCOOP@GMAIL.COM).

### 5. Board Reports

#### a. President's Report - Joe

SC EDC presented an award to us (economic development center)

#### b. Vice President's Report - Erik

\*were at 170 people who have taken the values survey. Goal is to hit 200 by Oct 15. We may keep it going if we hit the goal. So far it's trending towards local food/farms as first value. Not really seeing owner growth from the survey but once it's finished & we close the feedback loop maybe then.

#### c. Treasurer's Report - Sarah

- we will approve treasurers report via email later - Sarah had some personal/family issues that delayed her for now.
- New owners 845-859 approved 6:30 approved by Joe - second by Eric. All approved

#### d. Secretary's Report - Hannah - nothing of note

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

\* mentioned that theres a disconnect in what owners/volunteers actually know about where we are in our process & what we're doing. How can we close that gap?

### 6. Old Business

a. **Grant application** in the works from WEDG (Bridget/Joe/Sarah) for potential to fund part of market study. Need extra help (due Oct 14 or delay to next due date)

b. **Annual meeting** - Dec 6 decided on. Check on FIPS 6:00 availability & live stream options (and make sure no dance class upstairs) 30-60 min social then meeting. Eric thinks bylaws say that all owners need to be invited BY POSTCARD. lol. Make sure we can just send an email instead. They will need to be posted by a certain date (a

couple weeks) if we have to send a postcard we need to get on this. Joe & Eric verifying if we can do email. (It's a wisconsin statute) NEED TO SEND BY MAIL

**c. Market study:** G2G Consulting who we used in past approved \$8k + travel exp.

Approx 8 weeks to complete. Sarah to send executed agreement with down payment.

**d. Discuss logo updates:** we could consider running via market study for input.

## 7. Committee Reports

**a. Ownership & Volunteers** - Sarah

three mystery new owners still need to be located after website error didn't save their information.

**b. Marketing & Communications** - Erik

Eric said there will be a list of people from the values survey (who are already owners) who want to be contacted about the coop

Winter markets (feb/march/april)

Eric was invited to neighborhood synagogue on Sunday. They invited him to put up a table.

Pushing for more owners as usual -

learning sessions & movie discussions come up for winter

**c. Steering** - Joe

She has 3 sites to study. Locations & such are confidential so we will be updated as needed.

Met with NCG - that will give us the monthly discounts if we partner with them. They assist with coop back end help.

Columinate was connected with Call with Don & steering team about if we want to partner with them. (it'll cost about 7k)

2 new board prospects, Joe is working on following up with them. He has 4 more meetings upcoming this week.

Site planning underway

## 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. 2nd Wednesday at 6

**b. Round Up with WE:** Announce at HMF + Social Media/Email promoting. We can promote this again

**c. Revisit Power point in near future.** For now, Joe to modify Rotary slides for Chamber in October. Hannah still needs to find images

**d. Board feedback** - who will be able to continue next year from current board?

**e. Drive to 900** - per our goal for this year, how to ensure adding 40+ new owners in the next 14 weeks.

**f. Joe thought maybe include new logo** as part of market study & full rebrand. Board needs to give further notes on new logo options.

## 9. Future Business:

**10. Adjournment** - Eric moved to adjourn 7:39 - Tavia seconded