



Board Meeting Minutes

**Tuesday, November 8, 2022 @6:30 virtual/zoom meeting**

**Next regular meeting Tuesday, December 6, 2022 (Annual Meeting)**

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

**1. Call to Order -**

- a. Directors present: Joe,
- b. Others present:

**2. Approval of Agenda -**

**3. Approval of Minutes -**

**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
- b. Vice President's Report - Erik
  - owners #8 - Tavia motioned to approve, Hannah seconded
- c. Treasurer's Report -
  - Not present this week but we will look over & approve financials via email
- d. Secretary's Report - Hannah
  - i. Attended first session of the new FCI group (Cherry group) I will plan on attending as many of these as I can & take notes. Didn't really take notes on this first one, as it was more just introductions & reports of where everybody else is in their process and what they would like to learn in future sessions.
  - ii. I still want to put together a simple video for the coop - nothing fancy but just some nicely done explanations for the community of where we are in our process, most importantly WHY & HOW they can support us. Who wants to be on camera? :)
- e. Other Director's Reports - Tavia

## 6. Old Business

- a. **Grant application pushed for now:** check on future deadlines but we weren't able to get files together for October deadline. Tavia may be working with Bridget now to
- b. **Annual meeting:** decided on 12/6 @ Hudson Marina (discussed in current business)
- 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. all set
- d. Were the three mystery new owners figured out after the website error? still a mystery - pass to OV? One is Tavia's neighbor! (Mary) She's going to get the info for her.
- e. Eric mentioned there was a list of people (current owners) who said they wanted to be contacted about the coop (via values survey) did we follow up on these?
- f. "Round up" at Whole Earth in October - December. They mentioned maybe a nudge to WE on Instagram would be appreciated
- g. Postcard invites for annual meeting - done?

## 7. Committee Reports

- a. **Ownership & Volunteers** – Sarah
- b. **Marketing & Communications** – Erik
  - \*values survey (224 responses) 3 might have been duplicates to be purged
  - 1. local food & farms. 2. local business 3. food access 4. cultural gathering space
  - give OV a list of people who said they want to be contacted from the survey.
  - Booth at carnival went well, got a few new owners
  - Continue marketing the roundup at WE
  - Pushing annual meeting
  - Start planning winter/spring markets feb/march/april/may
  - Let's go ahead & print a small run of current marketing materials & put new logo on hold

## 8. Steering - Joe

NCG reconnected with Erik & buck, shes super knowledgeable & will be very helpful  
Columunate  
g2g connected with steering team, starting to give feedback & may have report back even next week. Not too much has changed since the last  
New board seat leads may be striking out - we especially need some business experience & financial background. They may come in through a committee first, then maybe go into board after

## 9. Current Business

- a. **Crimson Group:** New session (Cherry Group) to resumed in October. 2nd Wednesday at 6 - Hannah & others
- b. **Revisit Power point in near future:** Joe did take a crack at it, he can share what he has as a starting point at least, then we can pretty it up a bit.
- c. **Drive to 900:** per our goal for this year, how to ensure adding what we need? People need to understand why we need to make that goal. Whats the carrot?

Next year is a big year! We can start fundraising at 1000

Let's think of a referral based campaign.

Next OV meeting (Carrie / 5:30 @ Hop & Barrel)

Maybe I can catch a few people @ this meeting to

**d.** Maybe ordering a small run of our current marketing materials to hold us over while we wait for new market study to maybe give further direction & answer some questions about banding & such. This would coincide with shelving the new logo finalization for a little while until after the market study so we can incorporate what we learned there.

**e.** Did we agree to hold an extra meeting (board & new board members) for organizational & training purposes - held the week after upcoming Annual meeting.

December 13.

**f. Annual meeting** upcoming December 6 (6:00 social - 6:30 meeting start)

Carrie & OV committee handling a lot of this...

i. Do we need to figure out live stream situation or do they provide? Hannah

ii. Snack/drink situation? OV responsibility

iii. postcard invites - status? we need a link set up & qr code to put on postcards.

Hybrid

iv. payment to facility? Joe taking care of this

v. site tour? they're open mon-friday - maybe somebody from OV or/and Hannah stop by to check out the tech

vi. owner announcements? look at last years - have ready at least a week before

vii. agenda - talk about values survey,

**g. Approve Columinate's Proforma** proposal sent in September (covers 2 years of work)

Hannah made a motion to approve - Erik seconded - all approved

**h. Discussion** and motion to approve term lengths of current board (to help stagger)

Tavia elected to 2 years (so one more) Hannah 3, Joe 3, Erik 2

Erik motioned to approve election terms above, Hannah seconded, all approved

**i. Grant apps** for Dec 14 (do we have anyone to help) Tavia may be able to help write the grant of Bridget can do technical side - she needs access to certain files

## 10. Future Business:

**a. Discussing** again verbiage on our name co-op vs cooperative. Or just get rid of coop altogether & call it "local market" or something like that so people know what we are.

**b. We were authorized** to have 1000 shares of preferred stock. Now as we near 1000, we will need to get more. There is an application with the state to add more, should be simple. No need to go back & purge numbers from people who have moved/sold back their memberships...etc. Just keep the numbers going.

When we get to the capital campaign people can buy extra shares (this is all for much later - it's called a C-note?)

**c. Good discussion in October** of the importance getting more community members involved in volunteering, they may support the store but don't know how to effectively get involved. Also we need to brainstorm how help our volunteers (or any owners really)

on HOW to help us get new owners. We need all our owners recruiting for us in their circle but they need a toolkit or some sort of reason how & why they should. Maybe they can hand out a card with a qr code that has info to help recruit new people.

**d. For Dec 13:** writing / updating a new roadmap for the coming year with (hopefully) a couple new board members. We'll need to have that for the grant anyway

## **11. Adjournment at 7:43**