



Board Meeting Minutes
Wednesday, January 11, 2022 @ 6:00 virtual/zoom meeting
Next regular meeting Wednesday, February 15, 2023

1. Call to Order - 6:07

Directors present: virtual: Paul, Hannah, Erik, Emma - in person: Joe, Buck, Sarah, Erin, Tavia
Others present: None
Welcome new board member Emma!

2. Approval of Agenda - *Buck moved to approve, Paul seconded - all approved.*

3. Approval of Minutes - Dec 13 minutes, Dec 29 special meeting minutes & Jan 4 special session
Buck moved to approve minutes, Sarah seconded, 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

- i. Donation from Ciranda - thank you Emma
- ii. Star Observer mentioned us
- iii. Connected with JQ about some nonprofit notes

b. Vice President's Report

- i. Coffee sales going well at grand fete, they've just reordered.
- ii. Working on getting more stickers - our name is not currently on coffee going out.

c. Treasurer's Report

- i. emailed out but is not final, we can approve this at next month's meeting.
- ii. Owners 877-896 noted on this report.
Tavia moved to approve, Buck seconded. All approved

d. Secretary's Report - none

e. Other Director's Reports

- i. Buck noted a specific new owner (Hein?) who runs a grocer (family fresh) in Red Wing. Loosely a potential person to GM? On the flip side - assume competitors will be reading our updates, although they are not really our market.

6. Old Business

- a. Round Up at Whole Earth finished - around \$3300. Let's remember to thank them in person & on socials.
- b. Drive to 900 by 12/31 - how did we do? 896. So close!

7. Committee Reports

- a. **Ownership & Volunteers** – Sarah. Buck moved to approve, Sarah seconded, all approved
 - i. Goal: Owner engagement calls (early owners) - Discontinuing this effort that started 2021
 - ii. Goal: Act database training - completed for board
 - iii. Goal: Fully staff every event (both HGC-initiated and cmtly events that we participate in)
 - iv. Goal: Increase the number of INDIVIDUAL volunteers (note 2022 many events staffed by the same vols)
 - v. Get committee trained in all the ins & outs of the committee functions so we may delegate tasks - in the works and we need a Data Entry Rockstar to get us caught up on data entry
 - vi. Goal: Put a Blurb from OV in each issue of The Beet - ongoing (Terrie will take on)
 - vii. Goal: Get a volunteer to track volunteer hours & attendance
 - viii. Goal: Start back up Volunteer recognition event and socials
 - ix. Goal: New OV Committee Chair - Carrie testing it out for Q4 2022 and Q1 2023

- b. **Marketing & Communications** – *Erik moved to approve, Buck seconded, all approved.*
 - i. One remaining question pertains to the rebrand - Do we want to change the name?
 - ii. Sarah mentioned maybe a marketing sub-committee (1-3 people who watch what the chamber is up to & attend their social events) This seems like something we should do again. Move to OV?
 - iii. 2-3 outside talks at groups - maybe a mention in the Beet that we are looking for established groups to have an HGC rep come talk to them about what we're doing.
 - iv. Market Days - February 18, March 18, April 15, and May 20
 - 1. Erica mentioned to maybe message the summer farmers markets (Octagon/Carmichael, etc.) to plug that some of their regular vendors will be at market days on their socials.
 - 2. Looking to bring in somebody to co-chair the markets with Jacki & learn the ropes from her.
 - v. Coffee at Grand Fete
 - vi. Emma would like to join Marketing committee

- c. **Steering - Joe** *Buck moved to approve, Sarah seconded, all approved.*
 - i. Finalize business plan (proforma)
 - ii. Site location secured (plus conduct site feasibility)
 - iii. organizational readiness
 - iv. NCG membership
 - v. GM search
 - vi. Board training / succession planning (FCI conference to budget)

d. Finance/Legal sub-committee

- i. Bank relation finalized
- ii. Legal firm finalized
- iii. CPA firm finalized
- iv. Capital campaign launched
- v. Grants / donations to support plans
- vi. Secure loans as needed
- vii. New share (1,000 - 5,000)
 1. Erica mentioned she has a friend who is a CPA at Mississippi Market, who got approval to donate up to 16 hours of CPA work (will be paid by Mississippi Market)
 2. She also suggested we reach out to Mississippi Market (& other co-ops) for share/donations as part of our capital campaign.

e. Vendor Relations – Paul

- i. Updating list of available local vendors in various categories,
- ii. Looking to gain commitments from vendors
- iii. Set up systems for finding their preferred payment methods, delivery, etc.
- iv. If we are to open on this new opportunity, we will need commitments soon from many vendors / but it's time sensitive of course in case we end up not making that goal.
 1. Connect with Jacki for vendors that have served at winter markets
 2. Also connect with Twin City co-ops about their best & favorite vendors
 3. For produce vendors we need to talk to growers asap for 2023 crop commitments.
 4. Tavia & Emma said they are interested in joining Vendor Relations with Paul
 5. Look into cooperative partners & other 3rd party organizers for vendors/co-op relations
 6. We need to define local (ranges) for outward facing

8. Current Business

- a. Crimson Group Monthly (FCI) - Moved to new group (Orange Group) First Thursdays 11am cst.
- b. Strategic Planning meeting: See file HGC 2023 Strategic Goals - currently in draft form and individual committees will update & send for board approval.
- c. Should we set an additional board meeting for setting financial goals for 2023 & begin planning for a capital campaign? – no

9. New Business

- a. **Closed session 7:38-8:14** *Buck motioned, Sarah seconded, all approved.*

10. Adjournment

Buck motioned to adjourn, Sarah seconded, all approved.