



Board Meeting Minutes
Wednesday, February 15, 2022 @ 6:00 in person / zoom
Next regular meeting Tuesday, March 7, 2023

1. Call to Order - 6:09 Joe

Directors present: Sarah, Buck, Emma, Joe, Paul, Erica, Hannah, Erik (virtual)
Others present: Mark Hein

New Business (moved up from item 9)

- a. Voting on Mark Hein as a first alternate board member seat:
Buck moved to approve, Sarah seconded, all approved at 6:21pm

2. Approval of Agenda - Erica moved to approve, Paul seconded.

3. Approval of Minutes - Buck moved to approve, Paul seconded.

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. Joe, Buck & Paul presented at Kiwanis
- ii. Joe & Emma presenting at St Croix economic development tomorrow
- iii. Buck, Joe & Carrie went to the Chamber social

b. Vice President's Report

- i. Market days starting this Saturday 10-2
- ii. working on website with Edwin Schenk
- iii. Past 900 owners! waiting till after the market to celebrate this on social.

c. Treasurer's Report - Emma moved to approve, Buck seconded, all approved.

- i. Balance shows we're down to about ~ 5k as we spent quite a bit in January
- ii. We now have an accounts receivable account
- iii. We now also track liabilities in monthly financial report
- iv. Owners 897-902 approved.

Buck moved to approve, Paul seconded, all approved.

d. Secretary's Report – none

e. Other Director's Reports –

- i. Buck - brought up that when it comes time to accept donations we can work with Sustain Hudson - they have the infrastructure to accept donations on our behalf. How do we get word out about this so it's on people's radar?

- ii. Buck - also in discussion with the old Goodwill location - seems promising.
- iii. Paul - discussed wanting to do some team building exercises - potentially a half or full day board retreat where we can do some vision exercises. Beginning with some shorter sessions at board meetings.

6. Old Business

- a. FCI live takeaways –
 - i. Can re-view these sessions online
<https://www.youtube.com/playlist?list=PLZiOT19YiBFJMfP-0jftu16bk7dkHLjqC>
 - ii. Presenter has 13 current coops she's working with. 1/4th of owners buy preferred stock - the average is 4k (a few big ones, a large amount of \$500ish...)
- b. Discussion on the need to iron out a functional timeline for capital campaign so that building site readiness, vendor readiness, GM hire can all come together effectively. All depends on site location & other factors.

7. Committee Reports

- a. **Ownership & Volunteers** – Sarah
 - i. OV Committee needs to refocus on updating owner data to know who is still active.
 - ii. It was brought up that some old board rules regulated expense reimbursement to \$25. This is not going to work moving forward where we are throwing real events for community engagement. We will need re-vote on this and some other antiquated rules at an upcoming board meeting. Sarah to gather these old rules that need to be re-voted on.
- b. **Marketing & Communications**
 - i. Erik screen sharing to have board look at some new potential logo coloring.
 - ii. Discussing a possible re-name - studies recommend keeping “grocery” or “food” in the name is important.
 - iii. Is this new logo going to carry us through a store opening OR is it just going to bring us up to that point? When it comes to store opening, we will need a marketing firm to help us with a full professional rebrand. So maybe we refresh the design a bit but keep the old colors so it's still on-brand enough to fit into our existing materials?
- c. **Steering** - Joe - see Presidents report
 - i. Finance/ Legal subcommittee
- d. **Vendor Relations** – Paul

8. Current Business

- a. Orange Group Monthly (FCI) - First Thursdays 11am cst.

9. New Business

- a. Voting on new Alternate Director: Mark Hein (see above)

10. Adjournment - 8:20 Sarah moved to adjourn, Paul seconded. All approved.