



Board Meeting Minutes
Tuesday, March 7, 2022 @ 5:30 in person / zoom
Next regular meeting Tuesday, April 11, 2023 @ 6:00

1. **Call to Order** - 5:33 Buck moved to approve - Paul seconded, all approved
In attendance: in person: Buck, Paul, Sarah, Mark
virtual: Joe, Hannah, Erica, Erik, Emma
2. **Approval of Agenda** - *Paul moved to approve, Joe seconded, all approved.*
3. **Approval of Minutes** - *Paul moved to approve, Joe 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.

Local florist, Tiffany came to share a floral arrangement with the board & sit in on the meeting. She also became a new owner & filled out her form at the meeting.

5. **Board Reports**

a. **President's Report**

- i. Buck, Sarah & Joe met with Dawn about the numbers,
- ii. Extra PR
- iii. Joe & Emma went to St. Croix Economic Development Corp. banquet & made contacts
- iv. Hudson Hospital would be open to a sponsorship of some sort?
- v. St. Croix wants us to come give an update?

b. **Vice President's Report**

- i. see marketing update

c. **Treasurer's Report** - *Buck moved to approved, Paul seconded, all approved*

- i. Numbers sent prior to board for review
- ii. Coffee sales broken out by coffee variety so we can see the profitability of those
- iii. New owners 903-912 approved
Emma motioned to approve, Erik seconded, all approved

d. **Other Director's Reports** –

- i. Buck: He & Joe met with the guy @ Goodwill space but he forgot his keys to the building. He talked himself down from \$15 to \$12 at previous meeting. At the last meeting he talked himself down to \$10/sq ft. But said it would eventually go up to \$15
- ii. They discussed the fact that the next time we can apply to NCG is in June. Then they won't vote till (Sept?) & 3 months later you can finally buy from

them at the discounted rate, so we are looking at LEAST Jan 1 to open.
He potentially will wait.

CLOSED SESSION 5:55-6:03 - Discussed some financial details & potential partnerships.

- iii. Chamber expo on May 7th. \$150 for non-profits. We're not a non-profit but the chamber does accept us as a non-profit org. for now.
- iv. Paul is holding off a little bit on chatting too much with vendors since we're not quite ready yet for that but he's laying groundwork.

6. Old Business

7. Committee Reports

a. Ownership & Volunteers – Sarah

- i. Looking for a board member to speak at the spring OV event.
- ii. Spring Owner - Volunteer event: still ironing out details but to announce details - we may want to send a save the date (May 2nd 5:30-7:30)
 - 1. Joe nominated Erica to present, we can get her hooked up with the slideshow to help with presenting. 5:30-7:30?
 - 2. Maybe Emma would also speak about their farm? (no - she will be out of town but perhaps one of her peers)
 - 3. Meeting with Carrie tomorrow to finish up some details.
 - 4. Free event but "suggested donation" will help cover costs.
 - 5. Buck suggested some pre- event activities, such as bird watching around the nature center. Or/and maybe some winter/spring tree & plant identification? maybe a kids focused event during the party so that parents can relax & enjoy while kids have a side event?
 - 6. We're also showing off the space (nature center) & promoting it to the community.
- iii. Social hour @ Hop & Barrel, March 22, 5-7
 - 1. paper sign-up sheets for volunteers
- iv. Annual audit - meeting tomorrow 3/8 to iron out what this entails then we can inform the community & ask for volunteers for the audit.

b. Marketing & Communications –

- i. Market Days Feb went really well, next one March 18th. Still need a couple volunteers?
- ii. Spring expo May 7th - Hannah to grow a flat of zinnias for giveaway
- iii. Farmers markets coming up starting in June
- iv. Spring member drive "grow with us" theme
- v. Website refresh in progress with Edwin Schenk
- vi. Discussed logo & decided to wait to engage a professional full rebrand for full opening.
- vii. Can we send (Grace) our volunteer graphic designer some sort of thank you to break the news that we are pausing on her design to go with a professional firm later on?
- viii. Will we be needing to do something with the state for additional stocks beyond 1000? Buck says we can delay the approval of new owners. But Sarah brought up that having people be not official owners (delayed

because of stock issues) is logistically challenging for events (especially for voting issues)

1. At May meeting maybe we announce that we are approaching 1000 - capital campaign update, engaging owners...
2. May 2nd is just a party but we will have a better idea of when to put on more of a "business" meeting in July & discuss the preferred stock issue & kick off capital campaign
3. Pick a date & reserve Marina as soon as possible

c. **Steering - Joe**

- i. Bottom line is the earliest we can open is January 1st 2024, or July 2024 slightly longer route
- ii. strategic planning meeting April 4, 2023
- iii. Finance/ Legal subcommittee
 1. need to vote/ amend bylaws about committee spending (previous \$25 max) to free up committees to be able to spend what they need to be effective.

d. **Vendor Relations – Paul**

- i. Some really great leads for distribution

e. Orange Group insight: capital campaign most effective to wrap up before Thanksgiving.

8. **Current Business**

- a. Sarah is retiring her professional zoom account, Paul has one we can continue to use for board meetings.
- b. Orange Group Monthly (FCI) -First Thursdays 11am cst.

9. **New Business**

Closed session 6:54-7:41 *Buck moves to close session - Emma seconded.*

Adding a closed session roundtable discussion with board to discuss financial & site options set for 6:00 March 20

10. **Adjournment: 8:00**