



**Board Meeting Agenda**  
**Tuesday, May 9, 2022 @ 6:00 in person / zoom**  
**Next regular meeting Tuesday, June 13, 2023 @ 6:00**

1. **Call to Order** - 6:06 called to order by Erik -  
Present in person: Sarah, Erik, Marc, Paul, Buck, Hannah  
present on zoom: Emma
  
2. **Consent Agenda (financial report & last month's minutes)**  
  
*Paul motioned to approve, Buck seconded, all approved*
  
3. **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](mailto:HUDSONGROCERYCOOP@GMAIL.COM).
  
4. **Board Reports**
  - a. **President's Report**
    - i. Joe absent on business
  
  - b. **Vice President's Report** - Erik
    - i. Expo this past Sunday - one or two new owner signups
    - ii. Campaign for 50 new owners was sidetracked a bit by Spring Fest, expo...
  
  - c. **Treasurer's Report**
    - i. New owner approval: 920-935  
*Erik motioned to approve, Hannah seconded, all approved*
    - ii. Sarah accidentally transferred money from her personal venmo account into HGC paypal. She cut herself a check to pay herself back & will transfer the money from the HGC venmo to HGC paypal at the end of the month. We looked at the financial record & it all checks out.
    - iii. Our paypal is still under Suzenne Hambleton's name and it causes problems - We need to set up a corporate paypal account. Erik can handle it - he's getting a voided check for routing number & setup and will change the routing on the website.
    - iv. Sarah will need help soon keeping up with financials as we ramp up into capital campaign.
      1. Need some new volunteer(s) who can do accounting on finance committee - she needs help handling all the "non-routine" transactions. Ask for volunteers in the beet & do a social media post. Not a rotating bunch of people but somebody consistent who can know the procedure & be reliable. Erica might know somebody who can at least get procedures up & running and train the next volunteer.

**d. Secretary's Report**

- i. Hannah will be checking in with Carrie Hesse about being our first "volunteer spotlight" feature on socials
- ii. Also will be sending out minutes from Annual meeting from Dec 2022 for review before publishing at July meeting

**e. Other Director's Reports**

- i. Buck suggested we can utilize Sustain Hudson for some of the financial organizing since we already need to set up some kind of accounting system for money coming in through SH.
- ii. Applications for grants will be more successful if we can say that the whole board is behind its success financially. At next months meeting - everybody will bring CASH to anonymously contribute into a tissue box. This should be a "meaningful amount" to the board member so that we can write on grants that the board is contributing financially. There will be additional board contribution expectations later when we have the C-stock options available - but this will be too late for grant applications.

**5. Old Business**

**6. Committee Reports**

**a. Ownership & Volunteers – Erica**

- i. July 11, 2023 owner meeting - need more planning help (Steering (Paul?)) to help with this since it's more of a Steering related event.
- ii. It was decided that OV will be responsible for volunteers & food for July 11 event ONLY - steering taking message & rest of planning.
- iii. Carrie Hesse expressed she needs a break & won't plan a fall event. Need more OV volunteers
- iv. Volunteer recognition is mentioned in the OV charter - perhaps a post broadly thanking volunteers by name. Maybe a volunteer spotlight in the beet & socials - starting with Carrie?
- v. It can be awkward to figure out who is OK with being named on socials & Beet for volunteer recognition. There are folks who are more private & those who really crave the recognition. Maybe we simply ask volunteers directly if they are OK & interested in being named.

**b. Marketing & Communications –**

- i. maybe a social & beet post about completing the audit? Thanking volunteers with estimate of hours

**c. Steering - Paul/ Buck**

- i. July 11 meeting
  - 1. Steering taking over event planning for July 11 meeting - since the meeting is specific to capital campaign, c-stock launch & based around a vote.
  - 2. Attendees MUST register for July 11 meeting so that we can count quorum. No change to bylaws - the only vote is for C-stock.
  - 3. Lets send home a sheet of names & phone numbers with a script (steering) to get owners to come.

4. We should probably send a larger card (½ sheet) so we can include more communication for owners on what it is. Erik to check with post office on if a stamp will successfully send out a ½ sheet.
5. WE meeting set for 15th
6. Don Kirkpatrick discussion (Joe/Buck)
7. Need to identify next site options (top priority)
8. Call with Randi (Nancy friend, possible CC consultant, May 15-16)

ii. Finance/ Legal subcommittee - N/A

d. **Vendor Relations** – Paul - N/A

## 7. **Current / Ongoing Business**

- a. Orange Group Monthly (FCI) - First Thursdays 11am cst. Who attended and what did we learn?
- b. Buck & Erik attended & put together a file - we learned we probably need some sort of consultant to help with capital campaign. Sioban is sending a copy of their great powerpoint from the meeting.
- c. Erica wrote statement to use as a talking point on Q&A (& other areas) on our history & why we are now on year 11.
- d.

## 8. **New Business / issues**

- a. *Motion approved on 4/27/23 for the creation of our statement in support for our city to allow liquor sales in grocery stores. Min 2 reps from HGC BOD to attend. 8 Aye for majority for motion approved.*
  - i. Erica talking to Menominee Market to get some sort of statement regarding how many of their tickets include a liquor sale. We would also express that we would want to specifically carry local business liquors at the meeting. We would avoid mentioning carrying specific liquor items but a broad “focus” on local / small business.
  - ii. Erica suggested that if Hudson approves grocery liquor sales - this could potentially impact us negatively as it would incentivize a big box grocer to come in if they can sell liquor. Mark disagrees & said the big stores are just not our competition either way.
  - iii. Potentially we don’t want to make a statement either way as it may be polarizing to our owners. Sarah is concerned about the local liquor stores hurting with this passing.
  - iv. Buck thinks the publicity would be good either way to make a statement.
  - v. And we come full circle... a statement in support. Erica will draft.
- b. Any other details to discuss regarding July 11th Special Meeting (to support OV).
  - i. Under Steering
- c. Vendor Filing per Jacki post Market Days (who does this? Should probably shift to vendor committee)
  - i. We need to gather sales tax ID so we can file all our sales tax filing with the state.

- d. Set date for July BOD Meeting as July 11th falls on our regular Board meeting date. (FYI Joe out first week of July).
  - i. July 12
- e. Final timeline in this months folder. Marketing to take key items and make a public facing one. Given the nature of site selection and aggressive timeline, we should at least align our message “opening is estimated during last part of 2024”
  - i. Marketing to create graphic sheet
- f. Board Commitment to our capital campaign in order to be prepared for the beginning (Buck to discuss while Joe is out, June we will follow up on this).
  - i. Everybody bring a cash donation to June meeting
- g. Committee Functions and capacity (what are specific needs given what is coming)
  - i. See above
- h. New owner survey timeline – Good to have prior to Oct 1
  - i. Updating “New Owner Information” survey after we engage a campaign consultant
  - ii. Regarding capital campaign - “did you know we will have a capital campaign? Do you understand what it is? are you interested in volunteering? in what capacity?” etc.
  - iii. If we hire a consultant... they may have specific tips on how to first approach owners regarding the capital campaign. So maybe we engage with a consultant before we put together a new survey.
  - iv. The experts caution us against inviting tons of input on what we would have in store as it can lead to disappointment. Perhaps a live focus group type event
- i. Discuss potential Cap Campaign kick off event ~ Oct 1. Do we have capacity to manage and also dependent on progress by July. Finalize by July BOD meeting. Otherwise just focus on Owner Meeting in November
  - i. Hire a consultant to advise here - we should have interview questions to shop consultants. Steering to put together questions for consultants:
    - 1. How many businesses are you working with consulting at a time?
    - 2. Do they have experience in our specific demographic?
  - ii. We want to make sure a consultant has specifically run campaigns for a co-op.
  - iii. We may want a temporary hiring committee / or steering committee to conduct the interviews
  - iv. Do we need more volunteers on steering? Buck & Paul to reach out to Kerry Reis & Paul Bourget them to hopefully wrangle them into a fully slated steering committee. Now is the time to engage meaningful committed experts.
- j. Talking points for Q&A about our history & why it has taken so long
  - i. See 7b - Erica drafted
- k. JQ Hannah asked if we might give a presentation (75 min Peer Stories Track) at FCI as a about how we were able to revitalize after being stuck for so long.
  - i. Joe scheduling a call with JQ to discuss.

- I. Invitation to have a booth at the Valley Wide Pride Fest on June 17. (added by EB)
  - i. Will would need volunteers at Lakefront Park.
  - ii. It's an all day event - a big commitment for volunteers & fathers day weekend.
  - iii. We have a hard enough time recruiting volunteers, this being a new event maybe we pass & see how big it is before we exhaust our volunteers.
  - iv. Buck may decide to staff the table on his own to take part...he will report back.

**m. Future Business:**

- i. HGC Landing page on Instagram, to show menu of items and event links vs having our website or custom link (IG is limited to one link).
  - 1. linktree or otherwise?

**9. Adjournment:** *Eric motioned to adjourn, Paul seconded 8:09*