



Board Meeting Minutes  
Wednesday, July 12, 2023 @ 6:00 in person / zoom  
Next regular board meeting Tues, Aug 8, 2023 @ 6:00

1. **Call to Order** 6:04

Present in person: Erik, Erica, Emma, Joe, Paul, Buck, Sarah  
present on zoom: Hannah

2. **Consent Agenda (financial report & last month's minutes)**

*Minus financial report. Minutes approved*

*Buck moved to approve consent agenda, 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).

Carol Ivance was given the floor to express a concern with our participation at the Hudson Pride Booth

4. **Board Reports**

a. **President's Report**

i. Special meeting 7/11.

1. At least 55 individual households attended our special meeting in person.
2. Great turnout and lots of absentee votes –
3. Discussion on upcoming fall/winter regular owners meeting.

ii. Discussion regarding board member Tavia - Joe will reach to her to see if she wants to remain on the board & what her availability to be involved might be. If she chooses to step down we will have two alternate seats to fill.

b. **Vice President's Report** - Erik

i. See marketing report

c. **Treasurer's Report**

- i. New owner approval: # 942- 945
- ii. Sarah is finalizing year end numbers to be sent for approval later.
- iii. \$200 scholarship for FCI

*Joe motioned to approve, Paul seconded. All approved*

d. **Secretary's Report**

- i. Sarah suggested we move Old business to after committee reports so that items that don't come up in committee reports get a chance to be discussed
- ii. Hannah to share a photo from last night's special meeting to social media.  
Maybe use Bucks quote "Nobody is going to hand you a co-op, it has to be built

together”

#### **e. Other Director’s Reports**

### **5. Committee Reports**

#### **a. Ownership & Volunteers – Erica**

- i. OV meeting discussed why volunteer pool has dried up. Determined basically that it is just summer and people don’t want to commit. Looking for volunteers last minute so that people can just jump in if they are available might be a good strategy.
- ii. Reminder that the organizer of whatever event is responsible for making sure the event is staffed.
- iii. OV blast needs to be shortened because people aren’t reading through. Utilizing social media to engage
- iv. Board discussed how we are tracking volunteer hours - currently using a spreadsheet in Google Drive. Organizers are not always on top of using the sheet to keep these numbers up to date.

#### **b. Marketing & Communications – Erik**

- i. Mutt Wash went great, one or two owners signed up. Emma commented that the booth felt a little out of place (and it always has) but is still fun & worthwhile.
- ii. RiverFest concert on 20<sup>th</sup>
- iii. Upcoming farmers markets / Octagon house
- iv. Foraging walk (part of riverfest) on 21st.
- v. National Night Out - Aug 1 2023
- vi. Getting more brochures printed
- vii. Discussed a landing page for social media links.
- viii. New Owner Campaign ( see new business )
- ix. The tent we use at Farmers Markets may become a bit of a hazard. We may want to invest a few hundred dollars in a new market tent. Paul has a great local vendor we can contact for it. Regardless of a new tent - we need to use sandbags to secure the tent down in case of wind. Ideally we could get a new tent by Aug 1 for National Night Out.

#### **c. Steering - Joe**

- i. FCI / Up & Coming
  1. We received a \$200 scholarship to attend. Registration is around ~\$300 per person.
  2. We will gather a list of all who want to attend and get us registered.
  3. Sarah suggested that since it’s local, and we are both presenting and receiving an award...we should encourage any board members, committee chairs and active volunteers who WANT to attend to come. The board will cover the registration fee. All we ask is that attendees spread out across sessions and take notes to share with the group.  
*Buck moved to authorize the paying of the FCI Up & Coming registration fee for all board members, and all active committee members who wish to attend. Emma seconded the motion, all approved.*

#### **d. Capital campaign – Buck**

- i. We discussed we can talk to local financial advisers to help us script something that we would send out to members to explain stock & boost interest.
- ii. Joe brought up an idea about a lot development type deal over near target on the hill.

## 6. Old Business

- a. Discuss potential Cap Campaign kick off event ~ Oct 1. Do we have capacity to manage and also dependent on progress by July. Otherwise just focus on Owner Meeting in November.

*Move to & resolve Aug meeting*

- b. Vote to modify previously adopted vision & mission statements:
  - i. Vision Statement: "Hudson Grocery Cooperative is a dynamic grocery store offering products you can trust where everyone is welcome and shopping is fun."
  - ii. Mission: "Hudson Grocery Cooperative will be a community-owned grocery store that offers diverse food and product choices including organic, sustainable and regionally sourced options for **the St Croix Valley.**" OR
  - iii. Mission: "Hudson Grocery Cooperative will be a community-owned grocery store that offers diverse food and product choices including organic, sustainable and regionally sourced options **to best support our local economy and individuals.**"
  - iv. After discussion board determined to leave vision & mission statements as they currently are – for now. By end of August we would like to revisit these statements to have this done before going into the capital campaign. Monday 21st tentatively and combine with Paul's next leadership training (from new business)

*Buck made a motion that the board spends \$500 for materials for leadership retreat led by Paul on August 21st - all approved*

## 7. Current/ ongoing Business

- a. Orange Group Monthly (FCI) - First Thursdays 11am cst. Topic & main takeaways?
  - i. Board discussed & notes were uploaded to drive

## 8. New Business / Issues

- a. Push to 1000 owners by September to kick off Capital campaign
  - i. Do we want to solicit local businesses to donate gifts / coupons for an owner drive?
  - ii. Erica mentioned that current owners can be entered for a gift drawing as well by being named as a referral to new owner signups.
  - iii. Erik will start an email thread where we can all contribute ideas of businesses to contact for donated gifts & from there, we can all pick businesses to contact.
- b. schedule next leadership training - led by Paul

## 9. Future Business:

- a. 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).
  - i. linktree or otherwise?

**Closed session 8:10-8:54**

## 10. Adjournment: 8:54

