



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

1. **Call to Order** 6:12 by Erik
Present in person: Sarah, Buck, Paul, Mark, Erik, Erica, Hannah
present on zoom: -
Other owner's present: Sally Theiler
2. **Consent Agenda (financial report & last month's minutes)**
Buck moved to approve consent agenda, Paul 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.
4. **Board Reports**
 - a. **President's Report**
 - i. Joe not present - see VP report
 - b. **Vice President's Report** - Erik
 - i. Working on Rocket to 1000
 - ii. Good interest from markets this month
 - c. **Treasurer's Report**
 - i. *New owner approval: #946-957*
Erik moved to approve, Buck seconded, all approved
 - d. **Secretary's Report**
 - e. **Other Director's Reports**
5. **Committee Reports**
 - a. **Ownership & Volunteers** – Erica
 - i. Spirit of the St Croix Art Festival- are we still planning to do this? It is Sept 23-24.
 1. Erik said still planning on attending - need confirmation from Ciranda that they are still donating a table before that is reported to the Chamber.
 2. Buck suggested that we may be able to combine forces with Sustain Hudson / combine a table & some volunteers can help cover both sides.
 - ii. Sep 16 10-2 St. Joseph Festival - adding
 - b. **Marketing & Communications** – Erik
 - i. Rocket to 1000!

- ii. lots of nice gifts from businesses so far as rewards.
- iii. Octagon House Sept 19
- iv. Hudson Holiday - asked to be a sponsor - we should talk about doing a Silver Sponsorship for \$250
 - 1. Dec 2nd 12-3 table for Santa & His Critters - will need volunteers

c. Steering - Joe

- i. FCI / Up & Coming
 - 1. All registered - Sarah will be sending check to cover registration
 - 2. Next board meeting we should quickly go over seminar schedule & figure out where everyone should go so we can cover many topics
 - 3. Katie Novack giving a seminar also so somebody can cover hers
 - 4. Erica suggested we bring business cards to bring to FCI - may need to get more printed
- ii. Site updates
 - 1. backpack program & operation Help would like to be an incubator and will also need about 10,000 sq ft. So if an opportunity comes up for about 20,000 sq ft we can discuss some sort of co-space.
 - 2. The owners of the hill behind Goodwill would like to see us up there but they don't have a developer currently working on anything.
 - 3. Old Goodwill site owner is talking to his banker & will get back to Buck about building a new building but interest is so high - that probably won't happen.
- iii. Capital Campaign updates and kick off date/event –
 - 1. see D. Capital Campaign (below)
- iv. Timeline Review - key items next 90 days
 - Move to Sep meeting
- v. Tavia Update / 2 Alt seats, fill board gaps now or wait a few months till annual?
 - 1. Tavia no longer an alternate, so we currently have two alternate seats available. Somebody could come in now until the next Annual meeting when they could be officially voted in. This should go in next OV blast & identify the needs we need filled.(fundraising & bookkeeping)
Move this topic to next board meeting after Katie is under contract
- vi. Need to discuss certain staff searches –
 - 1. Outreach Coordinator (just as an idea...Katie Novack can help us define this role and what is required of this role)
 - 2. The board agreed to approve this employee concept and to defer to Katie to help define.

d. Capital Campaign – Buck

- i. Kick off event?
- ii. Consultant hiring
 - 1. Finalists came down to two who have grocery co-op experience
 - 2. 6 board members involved in interviewing the two
 - 3. The hiring committee came to the decision to hire Katie Novack - she charges \$110/hour for time actually spent working - vs the other candidate who had a flat rate but was not responsive at all. The vote for Katie was unanimous. She said she will generally spend about 170-190 hours per campaign.

4. Katie wants to create a template for legal documents and set up organizational structures - this would likely be part of her app
5. Sarah moved to approve the hire of Katie Novack, Mark seconded. Approved without contest.
6. She can guide us how & when to introduce her to our owners to introduce the capital campaign

e. **Vendor Relations** – Paul - no news

6. Old Business

- a. 100% Board commitment towards CC - excellent!

7. Current/ ongoing Business

- a. Orange Group Monthly (FCI) - First Thursdays 11am cst. Topic & main takeaways?
 - i. Buck attended - topic was tips for table events. Buck already implemented one suggestion of having a bell to ring upon new ownership! cute idea
 - ii. Another tip was to dont put out blank sign-up sheets. Even put in your own information at the top to get the ball rolling.
- b. Social media owner campaign - Rocket to 1000!
 - i. Already covered in marketing
- c. 8/21 5-8 Leadership training to be led by Paul - watch for & fill out surveys in inbox
- d. FCI Up & Coming
 - i. 9 attending (we get two free) budget 5K
- e. New articles / all filed & good to go?
 - i. Buck filed them but has had no confirmation from the state yet. Circle back to make sure

8. New Business / issues

- a. Paid outreach coordinator role (pending CC mgr choice and their additional feedback)
 - i. Covered in steering
- b. Discuss database in lieu of CC and getting Sarah free from us or wait 3-6 months?
 - i. Katie has one in progress but we would be sort of guinea pigs so we should talk to more people at FCI to see what they are using. It doesn't make sense to change from ACT, to something new...to another new thing that will interface with a POS system once we are up & running. Michelle
- c. Set committee budgets / best we can prepare with what we know now.
 - i. Vendor committee will need a real budget next year
 - ii. Marketing will need a big boost in budget / we should begin spending some \$ on boosting certain posts.
 - iii. Hannah to start to talk to Christiansen Creative about a full rebrand & get an idea on costs. Also then do some research on other options
 - iv. we should also have a cheat sheet of questions we will be asking people at FCI to learn from other co-ops. POS, budget, vendor search, campaign, little vendors, branding, building,
 - v. FCI probably has a list of coops attending with what stage they are at so we can seek them out specifically - those who are ahead of us & maybe recently opened / or finished a capital campaign so we can get this valuable information.

- d. Set date for annual meeting (Nov or early Dec)
 - i. Buck suggested the Emporium as a new location instead of Marina
 - ii. suggested Dec 5th / 6th? or Nov 28/29? Or Thursday 30th? Everybody check their schedules & we will confirm & set date next board meeting.
 - iii. Buck will call & ask availability at emporium
- e. Buck suggested that for Annual meeting we have an absentee ballot system for new board seats available. We will need to have bio's and Q&A's for anybody wanting to be added to the ballot so people can make an informed decision.
- f. We will need to figure out who's term is up so we can fill board seats appropriately
 - i. Historic Directors & terms sheet on DOCS needs to be updated. Go back to last end of year meeting to see terms that were set. Hannah to go back & find decisions made for term & update that sheet. do this ASAP so we know how many seats are up.
 - ii. If we want people to volunteer to a board seat we need to clarify what the commitment looks like.
 - iii. What exciting news can we unveil at the annual meeting - if capital campaign is not ready to launch?

9. Future Business:

10. Adjournment: 8:02 adjourned by Erik