

Yahara River Cooperative Grocery Interim Board Meeting
Hall of Fame Room
City Hall, Stoughton, Wisconsin
6:00-8:05 p.m., Tuesday, November 8, 2006

MINUTES

Interim Board Members present:

Laura Anderson, Co-chair and Membership Committee Chair
Caroline Werner, Co-chair
Myra Hajny, Secretary
Homer Howard, Senior Co-representative
Warren Kmiec, Business Plan Committee Chair

Also present:

Eric Borchardt, Public Relations/Marketing Committee Chair
Norma Sampson, Communication/Website Committee Member
Kris Vaughn, Membership Committee Member
Marlene Widra, Building Site/Location Committee Member
Scott Mephram
Terry Parisi
Terri Wolff
Dan Zarnstorff
Anne Reynolds, Assistant Director, UW Center for Cooperatives

Co-chair Caroline Werner called the meeting to order.

Warren Kmiec had invited Anne Reynolds to talk to the Board about what needs to be done to complete the process of incorporation. The things to focus on now are filling out the State form using best guess estimates, and, more importantly, determining a membership stock price. Establishing the cost of the co-op membership will depend on how much money must be raised for start-up expenses such as marketing and consultants, how many members are anticipated, and an estimate of how much potential members will be able to afford comfortably. Anne stressed that the membership structure should be kept simple to begin with as it could be adjusted later. She said a successful co-op needs a good location, a good business plan, good capitalization and good management. The most common pitfall for a cooperative is too many collateral goals. There is a need to stay focused all the time.

The minutes of the October 24, 2006 meeting were approved.

Laura Anderson reported that the cost for stuffing the consumer interest survey in the October 19, 2006 issue of the Stoughton Courier Hub was \$213.20. The following people contributed \$23.50 each and should be reimbursed when money is available:

Laura Anderson, Steve Barnes, Eric Borchardt, Eric Ellefsen, Myra Hajny, Homer Howard, Warren Kmiec, Kris Vaughn, Caroline Werner

The Board adopted the following working mission statement:

Our mission is to operate a financially sound cooperative grocery store serving residents in southeastern Dane County and located in Stoughton, Wisconsin.

It was further decided that a vision statement and goals would be developed in a brainstorming session at a time to be determine.

There was a discussion to finalize plans for the community meeting to be held at the Senior Center on Thursday evening, November 16. One of the main focuses of this informational meeting will be to emphasize that co-ops are community owned, and decisions such as what products to carry are made by the membership. Warren Kmiec will act as "master of ceremonies." The presentation by Board members will include a summary of survey results, a comparison of co-op memberships in the area, and a report on the status of the YRCG efforts. Attendees will be asked (1) if they are willing to make a commitment to the co-op by volunteering for a position on the Board or on a committee; (2) how much they would be willing to pay for a membership; and (3) if they are willing to pledge to become a member when the time

comes (a pre-membership agreement is not necessary at this time). The Board will solicit confirmation of the mission statement and seek approval to go ahead with incorporation.

Laura Anderson provided a script and names of people who responded favorably on the consumer interest survey to be contacted by phone or email about the upcoming community meeting. Laura, Eric Borchardt, Myra Hajny, Warren Kmiec, Terry Parisi, Kris Vaughn, Marlene Widra and Terri Wolff will make calls by Monday, November 13, in order to give people as much notice as possible before the community meeting.

Eric Borchardt reported that there would be an article about the YRCG in the Isthmus on Thursday, November 9. There will be an article about the upcoming community meeting in the Stoughton Courier Hub this week with a reminder in the next issue of the Hub. News releases have also been sent to papers in Oregon, Fitchburg and Verona. Eric further reported that he has received 355 completed surveys, and the results are still trickling in. He reminded the Board that this is a biased survey as only interested people completed it--the information is directional.

On the website, Norma Sampson reported that no progress has been made; however, she will connect with Laura Anderson's husband Michael about how to find a URL host. Homer Howard will give Norma some information he has on a business in town that is collecting website information.

The next regular meeting of the Yahara River Cooperative Grocery Interim Board is scheduled for 6:00 p.m., Tuesday, November 21, 2006, in the Training Room of the EMS Building at 516 South Fourth Street.

Respectfully submitted,
Myra Anderson Hajny, Secretary