

Yahara River Grocery Cooperative* Board Meeting
EMS Building-Training Room
516 South Fourth Street, Stoughton, Wisconsin
6:00 p.m.-8:00 p.m., Tuesday, January 30, 2007

MINUTES

Board Members Present:

Steve Barnes	President
Norma Sampson	Vice President
Myra Hajny	Secretary
Warren Kmiec	Treasurer
Phil Caravello	Member-at-Large
Eric Borchardt	Marketing Communications Committee
Jon Hajny	Research Committee
Homer Howard	Senior Liaison
Scott Mephram	Product Buyers Committee
Dick Rem	Senior Liaison
Kristine Vaughn	Membership Committee
Marlene Widra	Site Location Committee

Other Committee Members Present:

Chara Kessler Matti	Site Location Committee
Nancy Nedveck	Marketing Communications Committee
Terri Wolf	Membership Committee

Also Present:

Laura Anderson
Adrienne McGee
Marv Peterson
Caroline Werner

Steve Barnes called the meeting to order. The agenda for the meeting was reviewed and modified.

The minutes of the January 16, 2007 meeting were approved.

TREASURER'S REPORT

Warren Kmiec reported that the co-op has received money from three sources to date: \$371 collected at the November 16 Community Meeting at the Senior Center; \$200 gift from the residents of Vennevoll Skaalendal in December; and Caroline Werner has received a \$1,000 check from the Dane County Ag Council. Warren will look into financial institutions and recommend a bank to use for a checking account. It was determined that there should be four signatories on file at the bank, and that two signatures would be required on checks (one of them being Warren's, as Treasurer).

*YRGC reflects the name of the cooperative as adopted at this meeting.

ARTICLES OF INCORPORATION

Jon Hajny reported that the Articles of Incorporation, with a few minor revisions, are ready to be filed. Jon will prepare the final draft, collect and notarize signatures, and file the Articles with the State of Wisconsin Department of Financial Institutions prior to the next Board meeting.

NAME CHANGE

Following discussion there was a **MOTION** (Wolf/Mepham) and a unanimous vote to change the name from Yahara River Cooperative Grocery (YRGC) to Yahara River Grocery Cooperative (YRGC). The bylaws will be amended to reflect the new name.

SITE LOCATION COMMITTEE REPORT

Marlene Widra reported on three buildings that Board members had walked through on Sunday, January 28: the “Whistle Stop” (former Stoughton Lumber), M*A*S*H* building (1501 East Main Street), and “Phil’s Building” (229 East Main). Discussion ensued relating to the pros and cons of each site, and it was decided that the dialogue should be continued at an open meeting which Marlene will set up for next week.

MEMBERSHIP COMMITTEE REPORT

Kristine Vaughn reported that there are currently 326 entries in the membership database. The Membership Committee will work on a Membership Application.

MARKETING COMMUNICATIONS COMMITTEE REPORT

Eric Borchardt noted that the committee is working on “talking points” that will be distributed at the next meeting; the website development is underway thanks to the talents of Gretchen Post and Norma Sampson; and the committee is looking at a membership drive kick off at Stella’s.

FINANCE COMMITTEE REPORT

Warren read a brief description of what he foresees as the role of the Finance Committee. The dilemma of finding people with financial expertise to join in the co-op effort was discussed, and a few names were mentioned as possible contacts. Marv Peterson, a CPA doing business in Madison, noted that he is not interested in serving on the Finance Committee; however, he may be able to donate some time after tax season (after April 15) to write reports in support of future grant proposals or to perform audits. Warren will check with members of the Business Plan Committee to see if any are willing to serve on the Finance Committee.

SENIOR LIAISON REPORT

Dick Rem reported that he and Homer Howard are making arrangements to reach out to older citizens beyond Vennevoll Skaalendal.

PRODUCT BUYERS COMMITTEE REPORT

Scott Mepham agreed to serve as Chair of the Product Buyers Committee.

NEW BUSINESS

Website. Norma Sampson reported that Fred Leonard, owner of a web hosting company in Stoughton, has offered to host the co-op website at no charge and will help design and set up the website. Fred will also provide an FTP (file transfer protocol) so the website can be updated easily. These services would normally cost about \$5,000. On **MOTION** (Wolf/Howard) and unanimous vote, the Board authorized the expenditure of \$198 to purchase the URL (uniform resource locator) “YaharaGrocery.coop.” Warren Kmiec, with Board approval, gave Norma the \$200 check from residents of Vennevoll Skaalendal to cover the cost. Norma will also procure a URL for YaharaGrocery.com for \$35, so more search engines point to the YRGC website.

Block Grant. Warren Kmiec and Caroline Werner noted that the \$30,000 block grant that has been awarded to the co-op is not public information until the County Executive makes the

official announcement. They further noted that the co-op is expected to provide \$20,000 matching funds and that the money must be allocated to a project manager (25,000), a more sophisticated marketing study (10,000), and office rent/expenses (15,000). It was noted that it might be possible to use in-kind services toward the amount that must be raised by the co-op. Warren will follow up with the CDBG about other possible uses of the block grant.

Cost of Membership. Warren Kmiec distributed Membership and Certificate of Investment forms he had drafted suggesting that a membership would cost \$100 and investments (loans) in the co-op would be in \$500 amounts or greater for the length of 3 to 5 years. No action was taken.

Grant Writer/Dietician. Myra Hajny noted that positions of grant writer and dietician have been identified, but neither has a committee affiliation. This may be a topic of discussion at a Board meeting in the future.

Mike Flocca. Jon Hajny, Warren Kmiec and Scott Mephram will meet with Mike Flocca about grocery store/cooperative efforts and report to the Board at its next meeting.

Mifflin Street Equipment. Caroline Werner reported that this is a moot issue since Mifflin Street Co-op equipment is no longer available for purchase.

The next meeting of the Board of Directors is scheduled for 6:00 p.m., Tuesday, February 13, 2007, in the Training Room of the EMS Building at 516 South Fourth Street.

Respectfully submitted,
Myra Anderson Hajny, Secretary