

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, February 27, 2007

MINUTES

Board Members Present:

Steve Barnes	President
Norma Sampson	Vice President
Myra Hajny	Secretary
Warren Kmiec	Treasurer
Phil Caravello	Member-at-Large
Brad Austin	Finance Committee
Pam Barnes	Research Committee
Eric Borchardt	Marketing Communications Committee
Homer Howard	Senior Liaison
Kristine Vaughn	Membership Committee
Marlene Widra	Site Location Committee

Other Committee Members Present:

Laura Anderson	Membership Committee
Mary Condon	Research Committee
Jon Hajny	Research Committee
Deb Piper	Marketing Communications Committee

Also Present:

Debra Carter	Financial Advisor at Evergreen State Bank
Adrienne McGee	Interested in Co-op

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

Jon Hajny noted that he and Warren Kmiec will be meeting about the Community Development Block Grant Agreement with Ann McCartney, CDBG Program Specialist at Dane County Planning and Development Department, on Wednesday, February 28, so there is nothing to report on that topic tonight.

On **MOTION** (Howard/J. Hajny) and unanimous vote the minutes of the February 13, 2007, meeting were approved.

TREASURER'S REPORT

Warren Kmiec reported that the co-op now has a checking account at Evergreen State Bank in Stoughton, with a balance of \$1,371.

FINANCE COMMITTEE REPORT

Warren Kmiec reviewed the proposals for membership fees and investment certificates as determined at a meeting held at 229 East Main Street on February 18, and circulated draft forms for each. On **MOTION** (Kmiec/M. Hajny) and unanimous vote, the Board accepted both proposals:

One-time membership fee of \$75 to be paid in one payment or in three partial payments of at least \$25 ninety days apart; partial payments made after the initial payment will be subjected to a \$2 administrative fee.

Certificates of Investment in amounts of \$500 or greater for the length of 3 to 5 years; a simple interest amount to be paid annually at the rate of 3% as determined by the Board.

The Marketing Communications Committee will design the final versions of the membership and investment forms.

SITE LOCATION COMMITTEE REPORT

Marlene Widra suggested that the next step should be to obtain approval from the City. On **MOTION** (M. Hajny/Kmiec) and unanimous vote, the Board authorized the Site Location Committee to proceed with applying for use of the main floor and balcony of Phil's Building at 229 East Main Street. Marlene and Phil Caravello will contact Rodney Scheel, Director of Planning and Development, to begin the process.

MEMBERSHIP COMMITTEE REPORT

Kristine Vaughn reported that Laura Anderson will Chair of the Membership Committee. Kris and Terri Wolf will continue as members of the committee.

Laura and Kris distributed a membership form they had drafted with the help of Brad Austin and Myra Hajny. There was a **MOTION** (J. Hajny/P. Barnes) and unanimous vote for the Marketing Communications Committee to combine this draft with the draft Warren Kmiec distributed earlier. The new form will be presented to the Board for review at the next meeting.

MARKETING COMMUNICATIONS COMMITTEE REPORT

Eric Borchardt and Norma Sampson presented PowerPoint slides showing a proposed positioning statement and logo designs. The Board favored an old-time-looking logo over a more modern design as it is readily identifies the co-op as a food market.

Eric spoke briefly about the Talking Points he prepared and will circulate the document via email after the meeting. He asked that everyone send comments about content or missing items to him within the week.

Eric noted that Deb Piper suggested a kick-off event called, "Design Your Co-op," with a target date of Sunday afternoon, April 22. Although the details have not been finalized, some ideas include posting paper so people can express their ideas about what the co-op should be, entertainment by S.H.S. students, and activities for kids like making smoothies or planting seeds.

Following a discussion about whether it would be possible to use YRGC membership cards for discounts at other retailers, Eric offered to contact the Stoughton Chamber of Commerce and/or the Historic Stoughton Downtown Business Alliance to determine the feasibility of doing so.

ANNOUNCEMENTS

Warren Kmiec attended the UW-Cooperative Center presentation of *Co-op 101* at Willy Street Co-op on February 21, and intends to attend the February 28 session, which is more about financing.

Brad Austin mentioned that he is familiar with companies in Menomonee Falls and Hudson that could be a source for refurbished refrigerators and freezers when needed.

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

Respectfully submitted,
Myra Anderson Hajny, Secretary