

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, April 10, 2007

MINUTES

Board Members Present:

Steve Barnes	President
Norma Sampson	Vice President
Myra Hajny	Secretary
Warren Kmiec	Treasurer
Phil Caravello	Member-at-Large
Scott Mepham	Product Buyer Committee
Eric Borchardt	Marketing Communications Committee
Debra Carter	Finance Committee
Jon Hajny	Research Committee
Homer Howard	Senior Liaison
Laura Anderson	Membership Committee
Marlene Widra	Site Location Committee

Other Committee Members Present:

Brad Austin	Finance Committee
Pam Barnes	Research Committee
Mary Condon	Research Committee
Michelle Kaye	Membership Committee
Kay Davis	Market Communications Committee
Deb Piper	Marketing Communications Committee
Dick Rem	Senior Liaison
Kristine Vaughn	Membership Committee
Terri Wolf	Membership Committee

Also Present:

Eva Anderson	Laura Anderson's Daughter
Sara Downie	Interested in Co-op
Susan Meyers	Interested in Co-op
Elyse Tebon	Interested in Co-op

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

On **MOTION** (Sampson/Kmiec) and unanimous vote the minutes of the March 27, 2007, meeting were approved.

TREASURER'S REPORT

Warren Kmiec reported that the balance in the Evergreen State Bank account is currently \$2,121. Warren gave the first bank statement to Myra Hajny for the records.

OLD BUSINESS

Website Update. Norma Sampson reported that the website is nearly ready. The bylaws, meeting minutes and agendas, press releases, membership application, and list of Board and Committee members have been posted; still waiting to be posted are membership benefits and FAQs. Norma noted that the site is a work in progress and is easy to change so everyone should feel free to make suggestions if they see something that could be improved. Norma also mentioned that a listserv would be available in the future. The following individuals volunteered to act as contact persons for the email boxes noted below:

info@yaharagrocery.coop	Steve Barnes, YRGC President
membership@yaharagrocery.coop	Laura Anderson, Membership Committee Chair
volunteer@yaharagrocery.coop	Norma Sampson, YRGC Vice President
comment@yaharagrocery.coop	Eric Borchardt, Marketing Communications Committee Chair

Member Benefits. Laura Anderson distributed a sheet prepared by the Membership Committee listing possible benefits of co-op membership. A discussion ensued relating to reciprocity between co-ops, delivery services, benefits for senior citizens, and possible discounts. Steve Barnes raised the issue of whether owners of the co-op should be referred to as owner-members or members, and it was decided that member is the correct term to be consistent with the bylaws. On **MOTION** (Anderson/M. Hajny) and unanimous vote, the age of 62 was established as the age at which a person would be eligible for senior benefits. On **MOTION** (Anderson/Borchardt) and unanimous vote, the following was approved.

Become a member and receive these benefits:

- ◆ 5% discount every time you shop.
- ◆ Write checks for \$20 over your purchase.
- ◆ Receive an additional 5% discount on case purchases.
- ◆ Special order items not sold in store.
- ◆ Senior Discount Day – an additional 5% off your purchase and free delivery each Tuesday.
- ◆ Member Appreciation Days – an additional 5% discount the first Thursday of each month.
- ◆ Members only specials on products (up to 20%).
- ◆ Participate in the Yahara River Grocery Cooperative by voting at general meetings, serving on committees, volunteering in store or running for the board of directors.
- ◆ One membership = one vote.

Additional benefits, available April 29, 2007 until the Yahara River Grocery Cooperative opens or November 1, 2007, whichever comes first:

- ◆ Receive discounts at Stoughton area participating businesses by showing your membership card.

Membership Form/Thank You Letters. Norma Sampson noted that the membership form on the website is a PDF that may be filled out on a computer using Adobe Acrobat Reader software then printed, or the form may be printed out and completed by hand. Laura Anderson announced that she has forms available for anyone who wants to become a member now. Kristine Vaughn handed out drafts of thank you letters that will be sent to new members with single and household cards; Kris will change Member-Owner card to membership card.

Certificate of Investment Form. Norma Sampson reported that a PDF of the Certificates of Investment is done. Marlene Widra requested that the form clearly state that an investment is not a membership. Norma will work on designing a formal certificate to send with a thank you letter to investors.

Membership Kickoff Event. Eric Borchardt reviewed the plan the Marketing Communications Committee put together showing assignments that have been and need to be filled at the next meeting. Anyone who has food/drink ideas should contact Scott Mephram. Eric noted some of the expenses that will be associated with the April 29 event; i.e., buttons, bags, posters, postcards, postage, membership cards; brochures, etc. On **MOTION** (M. Hajny/Sampson) and unanimous vote the Board authorized the expenditure of \$1,610 for the kickoff event.

COMMITTEE REPORTS

Marketing Communications. Eric Borchardt noted that there would be publicity about the kickoff event on the co-op website, in the *Hub*, on WORT and WSTO (Marlene Widra and Laura Anderson were interviewed by Bob Burull for “Stoughton Tonight”), at the Chamber of Commerce, and on posters around the city. So far, a dozen retailers have agreed to participate in giving co-op members discounts at their stores. Eric is scheduled to talk to Rotary Club on April 25 as an outreach effort.

Finance. Warren Kmiec reported that in order to hire a store manager in July and open the co-op in September, the Finance Committee projects that the co-op will need \$250,000 before the end of this year. He further noted that \$100,000 should be raised via membership fees and investments by June 1, 2007, to demonstrate to a lending institution that the grocery is financially strong enough to warrant a small business loan of \$150,000. Warren stated that the committee is hesitant to sign a year lease at this time and suggests rent be paid on a month to month basis until more money is available. Warren noted that Phil Caravello has agreed to postpone entering a lease agreement. On **MOTION** (Kmiec/Rem) and unanimous vote the Board authorized payment of \$1,800 for May rent without a lease, and supported the \$100,000 June 1 goal.

Product Buyers. Scott Mephram reported that the cost of buttons with the YRGC logo made by the handicapped shop he works in would cost 32¢ each for 500. The buttons could be produced in seven working days.

Research. Jon Hajny, Pam Barnes and Mary Condon reported that the Research Committee is working on getting quotes for insurance, which is needed by April 29. On **MOTION** (Kmiec/Anderson) and unanimous vote the Board authorized the committee to commit up to \$2,000 to purchase liability, Directors and Officers, and an umbrella policy.

NEW BUSINESS

Bylaw Review. Steve Barnes suggested that the mailing address listed in the bylaws be changed from that of the Secretary. On **MOTION** (Borchardt/Anderson) and unanimous vote the bylaws will be amended as follows:

3.3 (Mailing Address) The YRGC mailing address shall be ~~that of the Secretary, Myra Hajny, at 1401 Moline~~ 229 East Main Street, Stoughton, Wisconsin 53589.

ANNOUNCEMENTS

Marlene Widra reminded everyone that the Public Safety Committee will hold a public hearing on April 19, to consider the co-op’s request for a 15-minute parking stall and a handicapped parking stall in front of 229 East Main Street, and asked that anyone who can attend to do so.

The next meeting of the Board of Directors is set for 6:00 p.m., Tuesday, April 27, 2007, in the Training Room of the EMS Building at 516 South Fourth Street.

Respectfully submitted,
Myra Anderson Hajny, Secretary