

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 24, 2007

MINUTES

Board Members Present:

Steve Barnes	President
Norma Sampson	Vice President
Myra Hajny	Secretary
Warren Kmiec	Treasurer
Phil Caravello	Member-at-Large
Laura Anderson	Membership Committee
Pam Barnes	Research Committee
Eric Borchartd	Marketing Communications Committee
Homer Howard	Senior Liaison
Marlene Widra	Site Location Committee

Other Committee Members Present:

Mary Condon	Research Committee
Jon Hajny	Research Committee
Michelle Kaye	Membership Committee
Deb Piper	Marketing Communications Committee
Dick Rem	Senior Liaison
Kristine Vaughn	Membership Committee
Terri Wolf	Membership Committee

Also Present:

Pat O'Laughlin	Interested in Co-op
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Steve Barnes called the meeting to order. Terri Wolf introduced her friend Pat O'Laughlin as a person who worked at North Farm Cooperative for ten years. The agenda for the meeting was reviewed.

On **MOTION** (Anderson/Sampson) and unanimous vote the minutes of the April 10, 2007, meeting were approved.

TREASURER'S REPORT

Warren Kmiec submitted a written report showing the current balance in Evergreen State Bank as \$5,490.93. On **MOTION** (Howard/Rem) and unanimous vote the Board accepted the report (attached to these minutes).

Following discussion about whether to list the names of investors in the minutes, it was decided not to do so. It was further determined that it may be appropriate to ask if an investor wants to be recognized via the thank you letter or on the Investment Certificate and that those who wish to be acknowledged would be listed as a "proud investor" or the YRGC website. The amount of the investment will not be revealed.

FINANCE COMMITTEE REPORT

Warren Kmiec distributed a summary of projected store operation expenses, developed in accordance with the Business Plan, noting that the \$250,000 start-up costs includes a Store Manager and that 2-3 volunteers would be needed at all times. Warren also distributed a proposed job description for a Store Manager, and, following discussion about whether a Store or

Project Manager is needed at this time, a Personnel Committee consisting of the five Officers (Barnes, Sampson, M. Hajny, Kmiec, Caravello) was established. The committee will meet prior to the next Board meeting and report back to the Board on May 8.

PRODUCT BUYERS COMMITTEE REPORT

Warren Kmiec announced that Scott Mephram is making a career change and will no longer be able to serve as Chair of the Products Buyers Committee. It was also noted that Brad Austin would be moving out of the state in the near future.

MEMBERSHIP COMMITTEE REPORT

Laura Anderson handed out thank you letters and membership cards to the people who are paid members. She reported that the membership total is 31, and Warren Kmiec noted 7 more as he opened co-op mail during the meeting. The courtesy membership application will be available in time for the kickoff event. Steve Barnes noted that a few people have used the email addresses on the website to complain about parking on Main Street, communication, etc., and that the individuals who volunteered to act as contact persons for the email boxes will respond courteously.

RESEARCH COMMITTEE REPORT

Pam Barnes reported that each member of the Research Committee has looked into insurance and found Society Insurance covers grocery stores. The Society Insurance agent is:

Gary Probst
Associate Insurance Agency, Inc.
5990 Highway 51
P.O. Box 499
McFarland, WI 53558-0499
(608) 274-0390; toll free 888-838-7373; fax (608) 274-0335
gprobst@charterinternet.com

The premium for liability coverage is \$502 a year, and in order to ensure liability by April 29, Warren Kmiec gave Pam a check for the first payment. The Research Committee will continue to pursue insurance coverage for Directors and Officers, automobile, Workers Comp, and for store receipts/contents so coverage can be purchased as it's needed.

WEBSITE UPDATE

Norma Sampson reported that the website now includes the list of Stoughton area businesses giving discounts to co-op members until November 1 or until the co-op opens, news articles and press releases, photographs, and the results of the co-op parking study. The home page will be changed after the kickoff event. Fred Leonard is planning to merge all of the email mailing lists to one listserv. Community Partnership under "about us" lists donations from community business and organizations--the most recent addition is a free ad (\$700 value) in the Grote Publications magazine, *Bountiful Cupboard*, which has a circulation of 30,000.

MARKETING COMMUNICATIONS COMMITTEE REPORT

Eric Borchardt reported that promotional efforts are going well. The *Hub*, the *Capital Times*, and the *Isthmus* have covered the kickoff event. Three hundred postcards were mailed to the people on the co-op mailing list, posters have been placed around the city, and Buzz Davis sent an announcement from Eric to about 500 people on his Stoughton area email mailing lists. Marlene Widra and Laura Anderson appeared on *Stoughton Tonight* recently, Warren Kmiec will be on *Stoughton Today* soon, Eric will be interviewed by WORT tomorrow, and he will be on

Stoughton Tonight in the near future. Eric also made a presentation to approximately 40 people at the Lions Club last week and will speak to the Rotary Club tomorrow. Eric would like to hear anyone's ideas about groups to be contacted and/or willingness to make presentations.

The Willy Street Co-op has a link to YRGC's website on the front page of its website. A pastor has volunteered to help the marketing group. Warren Kmiec will identify people in the community who might be interested in investing in the co-op.

The kickoff event is now ready to go. Eric thanked everyone for helping to prepare for the event on Sunday, April 22. He suggested that volunteers arrive 30-60 minutes early on April 29 and that they be familiar with the Talking Points. Marlene Widra has been begging businesses for donations and has received contributions from Basics Cooperative, Fosdal Home Bakery, Trautman Family Farm, Just Coffee, Wildpeace Bakery, Willy Street Co-op, Cheesers, Badger Water, and others. Norma Sampson will prepare signs crediting donees. The "1 Bag at a Time" bags will be delivered Friday and will sell for \$5 each or two for \$8; the buttons will sell for \$1. Deb Piper noted that entertainment will be provided by Sharp & Harkins (guitars), Kathy Julseth (harp), Brent Wesolek (guitar), Kay Weeden (storyteller), and Joel Futch (guitar), and that Warren Kmiec will make several short presentations throughout the afternoon. Warren will print more information sheets and bring guest and receipt books to the kickoff.

In planning future promotional efforts, Eric would like to "soft sell" new members to encourage them to consider investing in the co-op, and the committee is thinking about opportunities for Syttende Mai weekend.

The Board applauded the committee members for the fantastic job they are doing.

SITE LOCATION COMMITTEE REPORT

Marlene Widra thanked everyone who spoke at the public hearing on April 19, especially Homer Howard who presented the case so eloquently on behalf of the senior population, and to those who showed up in support of the co-op's request for a short-term parking stall and a handicapped parking stall on the south side of the 200 block of East Main Street. The ordinance is on the agenda for the May 8 Council Meeting, and Marlene noted that Ross Scovotti, Chair of the City's Public Safety Committee, fully expects it to pass.

SENIOR LIAISON REPORT

Homer Howard noted that the anticipated parking changes are very good for seniors.

ANNOUNCEMENT

The next meeting of the Board of Directors is set for 6:00 p.m., Tuesday, May 8, 2007, at the future site of YRGC, 229 East Main Street.

Respectfully submitted,
Myra Anderson Hajny, Secretary

Yahara River Grocery Cooperative Month Treasurer Report

Today's date: 4/24/2007

Balance as of last month **\$2,121.00**

INCOME

Member Fees \$1,650.00

Investments \$4,000.00

Fundraising \$5.00

Sales

TOTAL INCOME \$5,655.00

EXPENSES

Rent \$1,800.00

Promotions \$434.96

Printing \$50.11

Other

TOTAL EXPENSE \$2,285.07

Current balance to date **\$5,490.93**