

Yahara River Grocery Cooperative Board Meeting
Future Site of YRGC
229 East Main Street, Stoughton, Wisconsin
6:00 p.m.-8:00 p.m., Tuesday, July 17, 2007

MINUTES

Board Members Present:

Steve Barnes	President
Norma Sampson	Vice President
Warren Kmiec	Treasurer
Phil Caravello	Member-at-Large
Laura Anderson	Membership Committee
Pam Barnes	Research Committee
Eric Borchardt	Marketing Communications Committee
Philana Friede	Fundraising Committee
Dick Rem	Senior Liaison
Glen Timmcke	Product Buyers Committee

Other Committee Members Present:

Mary Condon	Research Committee
Homer Howard	Senior Liaison
Susan Meyers	Fundraising Committee
Kristine Vaughn	Membership Committee
Marlene Widra	Fundraising Committee

Also Present:

Stephen Lawrence	YRGC Project Manager
Mike Markin	General Manager, Harvest Market Cooperative, Barneveld

Steve Barnes called the meeting to order. He pointed out a change in the agenda: the addition of estimated times to help keep the meeting on track. The agenda for the meeting was reviewed. Pam Barnes asked that the store lease discussion be moved up because Phil Caravello had to leave at 7 p.m.

On **MOTION** (Anderson/Howard) and unanimous vote the minutes of the July 3, 2007, meeting were approved.

TREASURER'S REPORT

Warren Kmiec reported that there had been few expenses since the July 3 meeting. The current balance is \$71,824.73. This represents the amount remaining from a total income of \$95,194.14, including \$9,075.56 in grants money.

FINANCE COMMITTEE REPORT

Warren Kmiec said he had gotten bids from two other firms in addition to Peg Shelton for accounting services. He said all three firms recommended the same accounting software and prices were comparable. Only Peg Shelton, however, had previous experience with cooperatives.

On **MOTION** (Kmiec on behalf of the Finance Committee/Anderson) and unanimous vote the Board decided to pursue accounting services from Peg Shelton.

PROJECT MANAGER REPORT

Funding. Stephen Lawrence provided an update of bank and investment applications. He has contacted four different firms – Wisconsin Department of Agriculture, North Country Development Funds, Evergreen State Bank, and Forward Community Lending – about loans. He will know in a week where the Board stands.

Equipment. Stephen said a group of interested board members had met and agreed on a general style for equipment. He is getting bids on equipment. Stephen pointed out, however, that moving forward on equipment depends upon securing capital and store design.

Store Design. Stephen said he had visited with P.J. Hoffman of United Natural Foods, Inc., Store Development Services, to develop a detailed store layout that would include a fixture/equipment plan and a general merchandising plan. Willy Street Cooperative recommended Hoffman. Steve Barnes also had talked with Hoffman. Both Stephen and Steve recommended contracting with Hoffman.

On **MOTION** (Kmiec/P. Barnes) and unanimous vote the Board decided to contract with P.J. Hoffman of UNFI Store Development Services for \$2,500 plus expenses to provide a detailed store layout.

Coffee. Stephen discussed his concern with the current configuration of the coffee bar. Stephen said he has visited with Just Coffee who is interested in designing and operating a smaller, more efficient coffee bar.

On **MOTION** (Friede/Anderson) and unanimous vote the Board will pursue a coffee/espresso bar that is contracted out.

POS. Stephen said it was time to make a decision about POS after looking at CoPOS and Catapult. Stephen also had participated in an online demo of a third system.

On **MOTION** (Anderson/P. Barnes) and unanimous vote the Board selected Catapult as its POS.

STORE LEASE DISCUSSION

Warren Kmiec and Steve Barnes reported that they have been working with Phil Caravello to finalize the store lease agreement. A discussion ensued about the electrical upgrade and renovation package. The Board decided to hold a special meeting at 6 p.m. July 19, 2007, to negotiate details of the lease. In addition to Kmiec, S. Barnes, and Caravello, Board members volunteering to attend the special meeting included Anderson, Friede, and Howard.

FUNDRAISING COMMITTEE REPORT

Philana Friede reported that Vincenzo's is having a 1940s style evening July 29 to raise money for the cooperative. She outlined other upcoming fundraising events and asked for volunteers:

- July 28, A Taste of Stoughton and sidewalk sale
- August 11, Coffee Break

- August 19, WISPORT Citizen Racing Series event

Philana announced that the committee's next meeting is set for 6 p.m. July 24, 2007.

MARKETING COMMUNICATIONS COMMITTEE REPORT

Eric Borchardt reported that there would be articles in this week's Stoughton *Hub* about the Vincenzo's event and reaching the \$90,000 mark in the cooperative's fundraising campaign. He said next week's paper will feature an interview with Stephen, project manager, on the store's progress.

Eric distributed a draft of three mission statements and supporting strategic vision statements. Discussion ensued. Consensus preferred the level of detail in version No. 1 and for Eric to continue to wordsmith the mission statement.

Eric distributed and reviewed a proposed survey that will help decide the store's product mix. The survey will be set up online and members will receive an email asking them to complete it. Members without an email address will receive a paper survey with an addressed, stamped envelope. Eric will make recommended edits to the survey before it goes out July 23, 2007.

MEMBERSHIP COMMITTEE REPORT

Laura Anderson reported that there are 389 members.

RESEARCH COMMITTEE REPORT

Pam Barnes announced that the Board has secured insurance for its directors and officers.

PRODUCT BUYERS COMMITTEE REPORT

Glen Timmcke said he is concentrating on developing a procurement database.

MISCELLANEOUS

Steve Barnes will circulate a draft of the General Manager position description and ads/announcements to the Personnel Committee. Norma Sampson will set up a special email address for employment opportunities. Warren Kmiec will check on ways to circulate the announcement through the cooperative network.

The Marketing Communications Committee will research t-shirts and bring suggestions to the next meeting.

On MOTION (Anderson/P. Barnes) and unanimous vote, the Board meeting was adjourned.

The next meeting of the Board of Directors is set for 6:00 p.m., Tuesday, July 31, 2007, at the future site of YRGC, 229 East Main Street.

Respectfully submitted,
Norma Sampson, Secretary Pro Tem