

Minutes: Yahara River Grocery Cooperative Board Meeting

**EMS Training Room, 516 South Fourth St., Stoughton, Wisconsin
6:00 p.m. – 8:00 p.m., Tuesday, September 23, 2008**

Board Members and Committee Chairs Present:

Myra Hajny (President); Norma Sampson (Vice President); Warren Kmiec (Treasurer);
Deb Piper (Secretary); Marlene Widra (Member-at-Large); Laura Anderson (Membership);
Homer Howard (Senior Liaison); Jon Hajny (Research); Glen Timmcke (Product Buyers);
Stephen Lawrence (Business Development)

Other Committee Members Present:

Mary Condon (Research); Terri Wolf (Membership)

Also Present:

Mike Markin (YRGC General Manager)

Myra Hajny called the meeting to order and reviewed the agenda for the meeting. One change was added to the agenda regarding a new meeting location for future board meetings. Board meetings will move to the Fire Station training room due to remodeling efforts at the EMS Building. Deb Piper reviewed the minutes for the September 16 board meeting. On **MOTION** (Anderson/Howard) and unanimous vote, the minutes were approved.

TREASURER'S REPORT – WARREN KMIEC

Warren reviewed the Profit & Loss report from January 1 through September 22. Discussion ensued regarding member benefits and sales items. Member benefits state that the member discount does not apply to sales items. Mike Markin reported that he is unable to omit the discount on sales items in Catapult. It was determined that any language referring that member discount excluding sales items be removed from the web site and removed from future printings of the membership application.

GENERAL MANAGER'S REPORT – MIKE MARKIN

Mike reported that the Pour House, a new business opening in downtown Stoughton, is hosting a comedy show on October 4. Part of the proceeds will be donated to the YRGC as a fundraiser. The Pour House management is interested in doing future benefits for the Co-op as well. Mike is working with vendors on payment options and keeping up-to-date as possible on payments.

BUSINESS DEVELOPMENT – STEPHEN LAWRENCE

Stephen reported that Olivia Parry from Dane County Planning & Development does not need a feasibility study in order to apply for the loan. They do want an action plan, which Stephen and Deb Piper have been working on. Discussion ensued and it was decided that various board members would take a portion of the plan and develop it over the next week. Jon Hajny and Mary Condon will work on the action plan (with Deb). Warren Kmiec will work on the Overview. Warren, Mike and Terri Wolf will work on Customer Service/Training and Areas of Opportunity. Stephen and Deb will prepare the final document.

It was decided that when the action plan is finalized, a letter should be sent to membership to describe the Co-op's current situation and invite them to a membership meeting. The membership meeting was set for October 28.

FEASIBILITY STUDY – WARREN KMIEC

Myra and Warren reviewed the feasibility study prepared by Dakota Worldwide for Willy Street Co-op. It was very similar to the study that the city of Stoughton conducted after Main Street Market closed. Costs for a new feasibility study for Stoughton would be \$5,000 plus expenses (at least \$1,000). Myra asked the Research Committee to continue research on grant availability to pay for a feasibility study.

FUNDRAISING COMMITTEE

Chili Committee: Deb reported that the volunteers are scheduled for the full day of events on September 27. There are now three separate groups selling concessions throughout the day so it is not expected that YRGC concession sales will be very high.

Dickens of a Run: Norma Sampson reported that the committee is still waiting word from the Victorian Holiday committee regarding the revenue split for the Run/Walk. Sponsors are needed for this walk or else the event may end up losing money.

Opera House, Nov. 22: Marlene Widra reported that the date is still being held at the Opera House for a potential fundraiser. The Opera House may be interested in doing a joint fundraiser with YRGC, perhaps some

type of holiday show.

MARKETING COMMITTEE – NORMA SAMPSON

Norma reported that Kay Davis is working on the second flyer that is distributed to Stoughton's senior neighborhoods. There is a coupon in the flyer for Sassy Cow Non-Organic milk for \$1.99/gallon. Next week the ad will run in the Courier Hub and the following week it will appear in the weekly e-mail update. Coupons that have been redeemed will be tracked at the store to determine the effectiveness of advertising. Norma suggested that the board consider sending out the next edition of the member newsletter. The shells for the newsletter have already been created so the printing costs will be lower.

RESEARCH COMMITTEE – JON HAJNY

Jon reported that the committee will continue to research grant opportunities for the feasibility study and will now focus on the action plan for the next several weeks.

OTHER BUSINESS

Glen Timmcke announced that he is stepping down as the chair of the Product Buyers Committee.

On **MOTION** (Anderson/Howard), the board meeting adjourned at 8:05 p.m.

The next board meeting will be held October 14, 2008 at 6 p.m. The location of the meeting will be the Training Room at the Stoughton Fire Station.

Respectfully submitted,
Deb Piper
Secretary
Yahara River Grocery Cooperative