

## **Minutes: Yahara River Grocery Cooperative Board Meeting**

**Giles Dow Room, City Hall, 381 East Main St., Stoughton, Wisconsin  
6:10 p.m. – 8:05 p.m., Tuesday, September 9, 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); Kristine Vaughn (Membership)

Also Present:

Mike Markin (YRGC General Manager); Phil Caravello

Myra Hajny called the meeting to order and reviewed the agenda for the meeting. Deb Piper reviewed the minutes for the August 25 and September 2 board meetings. On **MOTION** (J. Hajny/Sampson) and unanimous vote, the minutes were approved.

### **TREASURER'S AND FINANCE COMMITTEE REPORTS – WARREN KMIEC**

Warren reviewed the Treasurer's Report. He and Glen Timmcke reported that Glen has reviewed the inventory count taken on August 31, 2008. From this point on, the store will be using perpetual inventory using the Catapult system.

### **GENERAL MANAGER'S REPORT – MIKE MARKIN**

Mike reported that he is working on clearing out the slow moving items from the shelves. The best-selling areas are produce, dairy and grocery. The store will be re-opening on Sundays from 10 a.m. – 6 p.m. It was an experiment to reduce operations costs, but unfortunately the Sunday shoppers did not move to another day to shop.

### **BUSINESS DEVELOPMENT – STEPHEN LAWRENCE**

Stephen reported that he and Deb Piper met to begin work on the action plan. The key areas identified for changes and improvements are product selection, pricing, and customer service/shopping experience. Stephen will meet this week with more key people to continue work on the action/marketing plan and report at the next board meeting.

### **FEASIBILITY STUDY – WARREN KMIEC**

Warren reported that he spoke with a market specialist at Dakota Worldwide and received an initial quote for doing a new feasibility study. Discussion ensued regarding the time frame for the study, total costs, Dakota's ability to put a study together based on YRGC's action plan, etc. Warren will work with Dakota Worldwide to further determine if they can do the study that is needed for the YRGC. He will report at the next board meeting.

### **MEMBERSHIP COMMITTEE – LAURA ANDERSON**

Laura reported that the current membership is at 942 members. The committee has researched the possibility of "trial" memberships, as discussed at the last board meeting. It was determined that instead of creating a new kind of membership, that the split memberships that currently exist could be marketed to local companies for their employees. Warren will work with Mary-Carel Verden to create the sales approach for the corporate memberships.

### **MARKETING COMMITTEE – NORMA SAMPSON**

Norma reported that the full marketing committee met for the first time in awhile. Kay Davis has come up with several great initiatives – including a flyer to include in Stoughton Hospital's Heart Healthy program, and a small flyer to be distributed weekly to Stoughton's older adult population. The committee is working on the Eat Local Challenge, Miles to Market signs for the store shelves, and the Viking Chili Bowl. Many volunteers will be needed on September 27 to staff the concession booth from 12 p.m. to 8 p.m. and the Chili event from 4 p.m. to 8 p.m. Marlene reported that Sid Boersma had to withdraw from doing the radio show in November due to lack of assistance in planning the show. Marlene is holding the date open at the Opera House in case another event can be planned instead.

**SNAP – WARREN KMIEC**

Warren reported that the SNAP (Stoughton Non-Profit Assistance Program) committee would meet the week of September 1<sup>st</sup> to determine the SNAP recipients for the next few months. Suggestions for organizations are always welcome.

**SENIOR LIAISON – HOMER HOWARD**

Homer reported that he continues to speak with seniors about the Co-op, talking up the shopping experience.

**RESEARCH COMMITTEE – JON HAJNY**

Jon reported that the committee would continue to look for grant opportunities and will put in an application with the Stoughton Community Foundation (deadline is the end of September).

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

The next board meeting will be held September 16, 2008 at 6 p.m. Location TBA.

Respectfully submitted,  
Deb Piper  
Secretary  
Yahara River Grocery Cooperative