

Minutes: Yahara River Grocery Cooperative Board Meeting

**Stella's Sit Down, 515 East Main Street, Stoughton, Wisconsin
6:10 p.m. – 8:10 p.m., Tuesday, September 16, 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); Terri Wolfe (Membership)

Also Present:

Mike Markin (YRGC General Manager);

Myra Hajny called the meeting to order and reviewed the agenda for the meeting and two items were added (Dickens of a Run and Harvest Dinner). Deb Piper reviewed the minutes from the September 9 board meeting. On **MOTION** (Anderson/Howard) and unanimous vote, the minutes were approved.

BUSINESS DEVELOPMENT COMMITTEE REPORT / ACTION PLAN – STEPHEN LAWRENCE

Stephen presented a rough draft of the action plan and asked for feedback from the board. The action plan identifies four key areas in operations: Product Mix/Niche, Pricing Strategy, Customer Service/Shopping Experience and Community Presence. There is a lot that can be done in all of these areas and some of it will take time. But the prevailing feeling is that the Customer Service/Shopping Experience can be improved immediately. Stephen stated that this action plan is the first outline and that the smaller group now needs to meet to make the final plan.

GENERAL MANAGER'S REPORT – MIKE MARKIN

Mike reported that the management staff is visiting Willy Street Co-op on October 2nd to receive training from their staff. Lynn Olson from Willy St. Co-op will also come to the YRGC to work with all of the staff as well. Mike and Warren Kmiec will hold team-building exercises with the staff to improve the work experience at the store. Mike will be out of town from Oct. 10-20 and Evan McAteer will run the store in his absence. Evan is currently being trained by Mike to fill in. Mike also reported on the cash flow report and that currently the cash flow is holding steady.

FEASIBILITY STUDY – WARREN KMIEC

Warren had to leave the board meeting for another commitment before this agenda item was discussed. In Warren's absence, there were several questions remaining from the last board meeting regarding the total costs of expenses by Dakota Worldwide, the timeframe to do the study and receive the report, and what the YRGC can expect to learn from the feasibility study. Discussion ensued about the need for the study, whether it is a requirement to obtain new financing, etc. Stephen stated that he would contact Olivia Parry from the Dane County Planning Commission to get that information. Due to the time constraints of scheduling the study during the time Dakota Worldwide was already in the area, the board decided that Warren would send the missing information from D.W. via e-mail. If the information is gathered and sent to the board, Myra will hold a vote via e-mail before the next board meeting on whether the board should proceed with the study.

VIKING CHILI BOWL AND CARP FEST – DEB PIPER

Deb reported that the week was filled with many changes in expectations for the Chili Bowl and the YRGC concession sales. One big issue that arose dealt with the beer garden and access to that area after 6 p.m. Marlene Widra and Deb met with the park staff and the Fair Board staff to work out an arrangement that allowed the Chili Bowl attendees access to the beer garden throughout the entire Chili event. Concessions will be sold later than originally planned since the band is playing until 11 p.m. More volunteers are needed to staff both the concession stand (from Noon – 10 pm.) and the Chili event (from 2 – 7:30 p.m.)

DICKENS OF A RUN – NORMA SAMPSON

Norma reported that the committee met with the Victorian Holiday committee, during which they learned that the Victorian Holiday committee is now expecting that the funds raised from the Walk/Run will go to them, not to the YRGC as originally discussed. This is an extensive event to plan and to staff with volunteers, especially with no funds going to the YRGC from the event. The board agreed that if the YRGC is to continue with this event, at least a portion of the proceeds need to go to the YRGC. The Walk/Run committee will continue to work with the Victorian Holiday committee on this.

HARVEST DINNER – STEPHEN LAWRENCE

Stephen reported that the Pour House is no longer available for either of the two potential dates that were originally discussed. In order to have the dinner at this location, it would have to be held on a weeknight or on a Sunday. Stephen is unable to coordinate an event during that timeframe. He will look for other locations in Stoughton to see if something works in the desired time frame.

Due to time constraints, the Personnel Committee did not meet at the end of this meeting. On **MOTION** (Anderson/J. Hajny) and unanimous vote, the board meeting was adjourned at 8:10 p.m.

The next board meeting will be held September 23, 2008 at 6 p.m. at the training room of the EMS Building, 516 Fourth Street, Stoughton.

Respectfully submitted,
Deb Piper
Secretary
Yahara River Grocery Cooperative