

Yahara River Grocery Cooperative
Board of Directors Meeting

Hall of Fame Room in City Hall
381 East Main Street, Stoughton, Wisconsin
6:00 p.m.-8:00 p.m., Thursday, June 25, 2009

Present:

President: Norma Sampson

Vice president: Deb Piper

Secretary:

Treasurer: Warren Kmiec

Directors: Laura Anderson, Jon Lewis, Regina Hirsch and Spencer Warren

Call to Order: President Norma called the meeting to order at 6:10 asking for additions or corrections to the agenda. There were none.

Minutes: Jon moved/Warren seconded a **motion** to approve the minutes from the June 11 Board meeting. Motion carried.

Treasurer's Report: Warren distributed six weeks of sales report from May 1 through June 20 for 2009 and 2008 as a comparison. In 2008 we sold more each two-week period than during 2009. Overall sales were greater by \$15,400 in 2008 for the same six-week period as in 2009. The bottom line for the six weeks compared was within \$400. (See attachment)

Warren also distributed the Compiled Financial Statements for the 2008 fiscal year and Balance Sheet as of June 20th 2009.

Short-Term Plan and Update of Pro-forma: Norma reported that she called a meeting with Warren, Wynston, Jeanine and Deb to come up with a strategy to get our spending under control and to extend our cash reserves as long as possible. They came up with a plan to do a newsletter to update the members on the current the state of the Co-op. There was a lawn sign idea and more to generate buzz about the co-op. The store plans to bring in Cuisine de France bread that was very popular in the Stoughton community when Main St. Market was in business. The "Sunday Morning Buzz", a promotional event that features free coffee and several Sunday newspapers, will begin on the 28th. The intention is to host this event every Sunday. The July edition of the YRGC newsletter is slated to be mailed to every member within two weeks. Discussion ensued regarding the contents of the newsletter.

Discussion ensued regarding the current pro forma. Cash reserves are low, and we will be running out of money in 6 weeks if we continue to spend at the current rate. Strategies are being developed to get expenses and income more in line and to let the members know what is going on. Discussions also included the possibility of the Co-op closing.

Operations report: Our new perishables manager started June 18 2009 and shows strong interest in creating signage and promotional materials.

Our next guest artist featured in the front of the store will be Roxann Marshall. She is tentatively set to start her showing the weekend of July 24th and will run for one month.

We are currently running at 22% of sales for labor cost and the board has recommended that number be brought down to 18%. Laura will talk with Jeanine about scheduling staff to bring the labor cost down.

Events Update: Deb reported there was \$683 made in sales during the cookout Saturday June 20th for the Fine Artsy Fair. Lesson learned: do not stay open until 5PM; maybe rework the hours to 2PM. Sunday Morning Buzz is planned to run from 9PM to 1PM and will feature baked goods from the Co-op and Madison Sourdough.

Revisit the Joint Cooperative Shindig: Each of our board members spoke about what they had learned at the Board get together. Many good ideas suggestions and support came from it. We plan to have another one in the fall, Regent St. Co-op offered to host.

Policy Governance Report: Announcement, Policy governance with Miriam Carver, all day, Friday, July 17th, at the Radisson Hotel and Conference Center in Green Bay. It was suggested that we tell Regent St. Co-op about this event.

Personnel Committee: Regina presented a **motion**, Warren seconded, to interview Jeanine Holzmann for the General Manager position and pursue more marketing ideas. Motion carried.

Laura **moved** to adjourn, Second by Jon: Motion carried

Respectfully submitted,

Laura Anderson

Next Board Meeting:

5:30 to 7:30 p.m.

Thursday, July 9th, 2009

City Hall – Hall of Fame Room

381 East Main Street