

**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, August 27, 2009**

Present:

President: Norma Sampson

Vice president: Deb Piper

Acting Secretary for this meeting: Kristine Vaughn

Treasurer: Warren Kmiec

Directors: Laura Anderson, Jonathan Lewis, and Regina Hirsch

General Manager: Jeanine Holzmann

**Call to Order (Norma):** 6:05 p.m. Welcome, Review Agenda, Announcements - none.

**Approval of Minutes (David):** Dave not present at this meeting, therefore approval of minutes tabled until the next Board meeting.

**Treasurer's Report (Warren):** (Report's pre-submitted by Warren and attached to filed copy)

No significant changes to Financials since the last Board Meeting. Sales average is \$11,000 a week. Target for break-even is to boost weekly sales to \$15,000. Actual report stops at end of week of August 9. Last week, exciting \$2,600 in sales on day of cookout. \$500 gross profit for cookout. \$11,333 from last week not on report. Payroll nicely staying low and in control. UNFI – sending them weekly checks of \$2000. Transfer of funds not required at this time. Since Cash Diet at beginning of July, cash flow is allowing us to maintain. If we can keep sales up around \$11,000 we will be okay. Next week, school is back in session, people are back from vacations. First week of silent auction (Aug 16 – 23) brought in more than \$750. The Silent Auction will be on-going for several weeks.

Weekly Sales Projections:

\$11,500 - \$12,000 We can run store on a minimal sketch crew.

\$15,000 Magic number.

\$18,000 Would make huge difference in our store.

**Eat Local Challenge and Events Update (Norma):**

- Eat Local Challenge runs from August 15 – September 15.
- Summary of "Fresh" screening: Donations of \$250 from Sun. Aug 16 and Wed. Aug 19 "Fresh" documentary screenings more than paid for reception food, \$100 licensing fee, etc. Impressed with vendors, impressed with documentary, Milwaukee/Chicago man in this film is great--Will Allen of "Growing Power."  
A science teacher in Oregon will introduce this documentary into his curriculum. This event's timing fits well with Michael Pollen's talk in Madison in a few weeks.
- Dog Days of Summer Eat Local cookout: Sat. Aug 22, 10a.m. – 2p.m. Event well attended throughout downtown. Cookout a success. We sold out of sweet corn, and planned for 50 brats, 25 hot dogs and 25 veggie dogs. Staffing volunteers for this event was a stretch.

- Stoughton's Local-motion: An Eat Local Crawl on September 12 from 11-3 will end the Eat Local Challenge. Marlene is event coordinator. Working with the Hub. Ten participating restaurants and food establishments are involved. Montage, Page St. Pizza, Cheeser's, All Through The House, Fosdal's, Main Street Kitchen, Sonny's, Pour House, Bella Roma and YRGC. Samples cost from \$2 - \$5 at each location.

### **General Manager Report (Jeanine Holzmann):**

- Something new in the works is getting pricing for recipes used in our deli department.
- Tomorrow, Friday August 27, a gentleman from Dane County Program will start, giving us 24 hours worth of work over 4 days (6 hour days). Going forward, it is important to get a back ground check on all people the Program sends to us.
- We received an anonymous donation of Glad storage containers. Bruce Starkey is back working with us, but injured his leg yesterday while unloading a truck.
- Jeanine's Kitchen Shower – Eric, Jeanine and Cindy will determine items the Co-op kitchen would benefit from, gift wishes will be presented and there may be a gift opening shower planned. An electric saucepan is one idea.
- The Co-op's kitchen has been cleaned and re-organized by volunteer Marge Burke.
- Back stock is low and store shelves are beginning to show depletion. Auction money will be put toward restocking shelves. Mainly orders from smaller vendors, such as local honey.
- Cindy has taken the Power Point presentation from the Informational meetings of Aug. 8 and Aug. 12, and posted them on the wall at the store, so the data will get more exposure.

### **Committee Reports:**

**Task Force (David):** A meeting will be held at the store on August 27 at 6:30 p.m. to discuss issues.

**Membership Structure Subcommittee (Warren):** This subcommittee consists of Warren, Kristine, Laura and Meg Watson. No new business. Table committee until we get more viable and sales are up. Note: Meg Watson moving to Madison soon.

**Letters to 1<sup>st</sup> and 2<sup>nd</sup> Tier Shoppers (Deb):** Marlene has written a letter that will be included in the 1<sup>st</sup> tier shoppers mailing. The database has been cleaned up to help with accuracy of mailing labels. Jeanine can pull a report that will give most accurate lists of who our 1<sup>st</sup> and 2<sup>nd</sup> tier shoppers are. Goal this week is to send out a draft letter to the Board.

### **Other Business:**

**Chili Cook-off (Deb):** Decision made to make this an every other year event. Focus is on Eat Local events and stocking store. Upcoming events to work on include the potential of hosting a cook during the Fall Art Tour September 26-27, weekly Sunday Morning Buzz, sushi and salad bar, make sure we are well stocked for Thanksgiving, We also have Victorian Holidays in December to look forward to.

**Gift Card (Norma):** Idea to promote sales – buy a \$100 gift card and get \$5 back.

**Pumpkin Patch (Laura):** Laura will look into idea of coordinating a scrip program launched through Pumpkin Patch. Scrip cards – similar to gift cards.

**E-blast Distribution (Warren):** Warren will follow-up on idea to distribute a paper copy of the weekly e-blast in paper to various locations throughout town.

**Front of Store Fascia (Laura):** Project is still a work in progress. Decisions are finalized, but order has not been placed.

**Conveyor Belt:** Eric and Regina coordinate to get this item listed once again for sale on Craig's List, this time in Farm and Garden for the Rockford, Milwaukee area. We could potentially advertise it in an upcoming e-blast as well.

**Adjourn:** A motion was made by Laura and seconded by Jon to adjourn the meeting. Motion carries unanimously. Meeting adjourned at 7:40 p.m.

Respectfully submitted,  
Kristine Vaughn, Acting Secretary

**Next Board Meeting:** Warren will Chair the September 10 meeting, Norma and Deb both gone.  
6:00 to 8:00 p.m.  
Thursday, September 10, 2009  
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