

**Yahara River Grocery Cooperative  
Board of Directors Meeting**

**Giles Dow Room in City Hall  
381 East Main Street, Stoughton, Wisconsin  
6:00 p.m.-7:30 p.m., Thursday, March 25, 2010**

**Present:**

President: Deb Piper

Vice president: Laura Anderson

Secretary:

Treasurer:

Directors: Todd Cieslak, Wade Moder, Eric Borchardt, Regina Hirsch and Spencer Warren

Excused: Warren Kmiec and Dave Sharpe

Also in Attendance: Jeanine Holzmann, General Manager and Marlene Widra, Member

President, Deb called meeting to order at 6:07PM.

*Board moved to Closed Session to discuss personnel.*

*Regina moved to reopen the meeting. **Seconded by Laura. Motion carried.***

Open Meeting:

**Approval of Minutes:** Eric **moved** to approve meeting minutes from March 11, 2010 **Seconded by Regina. Motion carried.**

**Treasurer's Report:** Accounts payable is just below \$29,000 and \$20,000 of that is current. There has been a \$1,300 decrease in store inventory over the past 30 days. A new cash diet report is on its way. It is very clear that \$16,000 per week in sales is the break-even point. Deb met with our new Loan officer Mark Schubring, of Evergreen State Bank this week. Our line of credit is coming due this April. It is expected that it will be extended.

**Operations Report:**

Jeanine reported: The store continues to have decent sales. The deli has been having a positive effect. We now have regulars who will call and ask us to pull aside salads for them, just to get what they like.

YRGC sales

3/24 \$1760.

3/23 \$1705.

3/21 – 3/24 \$6760.

Coop card promotion: total discount amount \$60.00 in 8 transactions

Deli item promotion: total discount \$13.39 in 4 transactions

gift card promotions history

	new	added to	total	used	
6/01/09 – 10/01/09	\$2,418.	\$8,365	\$10,783	\$10,353.	
10/02/09 – 11/05/09	\$2,196.	\$4,691.	\$6,887.	\$-6,315.	Members only drive
11/02/9 – 12/24/09	\$860.	\$7,586	\$8,446.	\$-7,937.	Everyone drive
12/25/09 – 03/20/10	\$1,055.	\$8,795.	\$9,850.	\$-10,701.	
3/20/10 – 3/24/10	\$540.00	\$300.	\$840.	\$-441.	\$60.00 coop card discounts

The dinner went really well. Lora and Wade, and quite a few others created a pleasant dining experience for our dinner guest. Plans are in the works for the next meal. This will be the Earth Day brunch on April 18<sup>th</sup>. Start gathering electric skillets and aprons, this was a big hit last year and I would like to see us provide yet another fun and enjoyable brunch.

We continue to expand the deli selections. We now have pizzas, pizza dough and pizza sauce in the freezer with more to come. Michael Kurtinitis is offering to help make fresh pizza every other Saturday.

A new round of auctions will start after Easter. I will ask Marlene if she will be helping with this new series.

Deb has been working extremely hard and we are being very careful with the budget. She is getting us organized on new levels.

Inventory takes place this Sat. eve.

The sandwich ordering should be operating this coming week. We will not offer made-to-order sandwiches on Mondays and Wednesdays

**Marketing Report:** Eric Borchardt reported he placed a listing in the Syttennde Mai schedule. Earth Day Brunch will be the next event. Eblast is expected to highlight the Family Dinner. Paper signs will be going up along the top edge of the front windows. There is a focus on promoting catering. Looking into placing an ad in The Norse Star, the monthly Stoughton High School newspaper. Promote the Co-op cards to get the word out to customers. Will begin to email out a formal Marketing Committee report to the Board the day before meetings. Eric will create a new Face Book page for the Co-op.

**Membership Report:** We have 1006 members.

Deb reported a need to rekindle an Events Committee. Wade and Todd agreed to be on the committee Jeanine is on too along with Lora L. and Alicia. Deb will give Wade all existing documentation.

Also reported by Deb is a need for a Grant Writing Research Committee. Regina and Spencer volunteered to be on that committee.

Shopping comparisons will be done by Spencer within the next month.

Laura **moved** to adjourn, **seconded by Spencer. Motion carried.**

Respectfully Submitted,

Laura Anderson

**Next Board Meeting:**  
6:00 to 7:30p.m.  
Thursday, April 8<sup>h</sup>, 2010  
City Hall – Hall of Fame Room  
381 East Main Street