

**Yahara River Grocery Cooperative
Board of Directors Meeting
Hall of Fame Room
381 East Main Street, Stoughton, Wisconsin
6:00 p.m. – 7:30 p.m.
Thursday, June 10, 2010**

Present:

President:

Vice president: Laura Anderson

Secretary: Dave Sharpe

Treasurer: Warren Kmiec

Directors: Wade Moder, Eric Borchardt

Excused: Todd Cieslak, Deb Piper, Spencer Warren, and Regina Hirsch

Call to Order: The Vice President called the meeting to order at 6:12 pm

Minutes: Minutes of May 27, 2010 were moved by Wade to approve. Eric seconded. **Motion** carried.

Treasurer's Report:

It was great to have Warren back! For the June 5 sales were below \$11,000 a week that is down from the previous reporting period. So far this year we have a loss of \$19,983.02. The accounts payable aging summary has gone up by about \$3,000 from previous reports. A plan is being investigated to reduce the amount due to Unified Natural Foods on a regular basis.

Operations:

Margins are holding. Cal has finished the book on bulk products. Gluten free products are now more clearly identified. Jeanine is going to the Historic Business Alliance and Chamber meetings to get ideas on promoting downtown. Dog Days will be at the same time as Coffee Break. On July 23 there will be an art walk downtown. "Shop Around Town" is still going. Jeannine is looking to have a bulletin board in the store promoting the businesses and putting them in the eblast. Albert Organic Produce just agreed to new terms and a larger order has been placed for produce. Jeanine is looking to get folks to return who have been not shopping recently. A 15% off day on a Friday is being considered for these.

Events Committee report:

Wade reported the Vegetarian dinner would be June 27. A cookout is planned for Dog Days Aug. 14. July 31st is a sidewalk sale.

Membership Committee report:

Laura reported membership at 1,018.

Personnel Committee report:

A report is due at the next meeting on the review for the General manager.

Marketing Committee report:

Eric mentioned that the St. Ann's ad would continue. He is looking at a free trial offer to do a survey. The idea would be to directly find out why folks were not shopping. Advertising was requested, but there is no money at this time. The goal was explained as increasing the shopper visits from folks who are members and are not shopping. Warren reminded us that downtown convenience shopping and Navitas connection could be improved.

Other business: A proposal that we back a City Council initiative to allow up to four chickens per family in the city was given to the Board. Dave moved that the Board endorse the City Council proposal. Eric seconded. **Motion carried.** Discussion was held on creating advocacy policies.

A suggestion was made to have an employee appreciation night sponsored by the Board. Laura and Wade will look into it.

Warren moved to adjourn, Eric seconded. **Motion carried.**

Next Board Meeting:
6:00 – 7:30 p.m.
Thursday June 24, 2010
City Hall - GILES DOW Room
381 East Main Street