

**Yahara River Grocery Cooperative  
Board of Directors Meeting  
Giles Dow Room  
381 East Main Street, Stoughton, Wisconsin  
6:00 p.m. – 7:30 p.m.  
Thursday, June 24, 2010**

Present:

President: Deb Piper

Vice president: Laura Anderson

Secretary: Dave Sharpe

Treasurer: Warren Kmiec

Directors: Wade Moder, Eric Borchardt, Todd Cieslak, Regina Hirsch

Excused: Spencer Warren

Also attending: Jeanine Holzmann, General Manager, Lora Larson, YRGC Chef.

**Call to Order:** The President called the meeting to order at 6:04 pm

**Minutes:** Minutes of June 10, 2010 were moved to approved with the correction listing Deb as unexcused absence by Warren - Laura seconded. **Motion** carried.

**Treasurer's Report:**

Sales for the six months were 4.3% higher than for the same period last year and cost of goods sold 6.4% lower. We had a cost of good sold less and a higher profit than for the same period also. Efficiencies have made this possible. The May – June 2010 report is that the bottom line is 50% better than the same period last year. We still are holding an average monthly loss of \$5,200 in spite of all these good reports. For the year we have lost \$30,115 to date. Our best increases have come from deli sales. Deb asked Warren to run a departmental sales comparison for 6 months YTD to last year YTD. The accounts payable have remained at about the same bottom line.

Deb reported that she has not heard from Michelle at Evergreen. She met with the Summit Business Development people. They said they would look for development funds on our behalf.

**Operations:**

The biggest news I have is the helping hand the Regent Street Coop is offering. Randy and his wife have moved to Stoughton recently and have a strong desire to have this coop here. Regent Street is offering to:

Add product to their order and deliver to store from Certco, and other vendors.

For example Regent Street has a chicken product comparable to Bell and Evans for about \$1.00 less a pound.

Advice/mentoring. He already sent an employee down to talk about Certco and we have a case of Shurfine orange juice on its way. Randy also is keeping an eye out for a deli case for us. He is totally convinced that developing our deli is our next best move along with putting more products on the shelves.

I attended a Regent Street board meeting this week and they are extremely supportive of our success. I also contacted Wynston about this relationship and she sees it as being a very good thing for us.

Greg Burhill has won a Gold -25-mete freestyle, and Bronze -25 meter backstroke, medals in a recent State Special Olympics event. Eric has repaired the kitchen floor. I am in search of an electrician: looking for a quote on the oven and deli case electrical stuff. Lora is finding it difficult to keep up with demand. Cindy has been improving HABA a great deal and local produce is on the shelves. Cal and Ali keep being exceptional co-ops and staff. Amanda and Jen keep stepping up when we need.

Catapult has been giving us more troubles. I spent several hours last Thursday on the phone with them. We only paid for one hour (\$175.00) but received much more. As of July 1 all of our debit/credit signature capture machines- Ingenicos- must be updated to meet security standards at a minimum cost of \$75.00 each. We have three. I am back and forth with Mercury and Ecrs about how this happens.....no one is giving the same answer. Our issue is compounded by the fact that 2 of our machines need to be repaired. At least one is absolutely needed at an expected cost of \$350.00. Also Catapult is currently 2 years out of date. The upgrades and service package runs \$1875.00. This could be paid in two installments.

I am suggesting that the board and past board members take the 'why don't you shop' survey first and pass on to the staff what they would like to see at YRGC to encourage members to shop at the store. This would give us a snapshot of the whole membership. The difference here being the source would be a group of people who have demonstrated a real and dedicated desire to see the store succeed here in Stoughton. The staff is determined to make this store a success. We are not aiming to close, that kind of thinking is just going to encourage people to move on and find jobs that do offer...security, insurance, paid leave etc. We need everyone behaving in a manner that generates business for the coop. buying gift cards, shopping, bringing in friends, suggesting products, showing up for events.

I am looking to the board to raise the capital we need for the improvements needed at the store. I propose that the board and any members who can do what Warren has done and invest \$1,000.00 or more into gift cards. This would raise capital and give incentive to shop the store at the same time. I aim for \$7,000.00 - \$10,000.

I am asking that the Board members make a commitment to attend at least one of the upcoming events in July and August. Meet the public and get a feel for what is going on. I also would like a monthly word from the board entered into the eblast....I suggest a different board member per month and then move to staff and eventually volunteers. This could be a part of the get to know your coop community that staff want to start for the eblast. The article would be interesting aspects of the people similar to Greg's swimming.

I also propose that we offer to advertise for free in the eblast any coop member business. They submit the advert...30 words or less. I believe that supporting one another is the best way for all of us business people to survive.

Inventory is Saturday night this week.

We are on the verge of being wildly successful. The support from the cooperative community and membership is tremendous. Let's keep our eye on the positive results, learn what we need to learn and just do it.

**Events Committee report:**

Eleven are signed up for the vegetarian dinner now with 4 more potential at this point. A Chili Cook-off is being considered again. The Sidewalk sale in July and Dog Days in August will have featured sales. Laura and Michael are hosting an employee appreciation party. Date to be determined.

**Membership Committee report:** We have 1021 members to date.

**Marketing Committee report:**

Eric is getting a survey together to see why people aren't shopping.

**Other business: Lora's Deli Presentation**

She is working on a plan to put bulk on shelves and expanding the deli into that area with a new case and space for eating. The expanded deli department would be staffed. A case could be obtained for about \$500. The total cost would be \$1,000 to \$1,500. Laura **moved** we accept a loan of \$,5000 from Warren Kmiec to be repaid starting in 6 months and payments to cover 12 months from the start of repayment with no interest. A plan is needed to get this together and presented for approval July 8, 2010 before spending any of the loan. The plan would be for the deli, advertising, staff and inventory. Wade seconded. **Motion carried.**

Laura **moved** to adjourn, Regina seconded. **Motion carried.**

**Next Board Meeting:**

6:00 – 7:30 p.m.

Thursday July 8, 2010

City Hall - Hall of Fame Room

381 East Main Street