

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, July 22, 2010

Present:

President: Deb Piper

Vice president: Laura Anderson

Secretary:

Treasurer: Warren Kmiec

Directors: Wade Moder, Eric Borchardt,

Also attending: General Manager Jeanine Holzmann

Absent: Dave Sharpe, Todd Cieslak, Spencer Warren, Regina Hirsch

Call to Order: The President called the meeting to order at 6:20 p.m.

Minutes: Minutes of July 8th, 2010 were moved to be approved as amended by Warren - Wade seconded. **Motion** carried.

Events Report: There are 14 people signed up for this Sunday's dinner. Art crawl is scheduled tomorrow, Friday the 23rd from 5 to 8pm. The downtown sidewalk sale plans for July 31st are coming along. August 14th is the Dog Days where we will host a cook out to sell grass-fed beef burgers. The Board sponsored Staff and Volunteer appreciation party plans are coming along Laura will email a volunteer list to board members.

Marketing report: Eric has not heard back from the Hub on the front page add. He is working on a member survey and the door hanger campaign. There is an online coupon option Eric will look into. Catering should be a focus of our marketing plan. Another option is to look into the school district and daycares.

Conveyor Belt: Report postponed.

Grant Proposal: Report postponed.

Operations:

This week I am more or less on vacation.

At the staff meeting we discussed plans for the upcoming month. August we will focus on a back to school theme. We will be bringing in and running specials on a variety of foods geared toward packing lunches and quick breakfast.

I have posted on the Isthmus calendar the July 23 art walk and Greg Rodriguez display. Facebook is being updated almost daily. We have approved the spending of some of the deli money towards acquiring an oven for the kitchen, as this is a vital piece of equipment for the expansion of food prep. We had an electrician in to estimate the cost of hooking up the current double oven in the basement. The estimate came in at \$950.00. This is due to the 80amp electricity requirements for this particular unit. We have put a call out in the eblast for a regular electric oven. The expense of hooking a regular sized unit should be much less. We will be getting a quote ASAP.

Other planning for the expansion of the deli has been tabled temporarily as we consider and act upon priorities. Lora has chosen to withdraw from the planning aspect so that she can focus her attention on

her daily task at this time.

The inventory is starting to grow, with fewer outages of the basics such as eggs, milk, and meat. Every department is working on investigating new products.

So far approximately \$1000.00 has been allocated of the \$3000.00 loan. \$800.00 - \$900.00 to local vendors. Conventional selection is slowly being expanded.

Weekly sales are weak. Last week sales were just shy of 11,000.00. This week is showing slightly weak as well. When I am back from working this reduced hour week, I will start to trim staffing hours. There have been several suggestions from members that we post weekly sales in the eblast. I am of mixed opinion about this. We had a nibble on the refrigerator in the basement. I asked \$500.00 for it. I have also been given a lead to another potential contact. I will follow up on Friday.

I am in need of the Board to define where your involvement in operations ends. I need clarification as to what is my responsibility as Gm and what is yours. I have come aware of discussions and request from board members to staff/members concerning operations that are by-passing the GM. We went through this with the previous board and perhaps the new board and current staff need to remind ourselves what the parameters of running this cooperative business are.

I have spoken with Waste Management and have come to a basic agreement about services. As soon as a couple details are cleared up we will sign a 2-year contract that reduces our cost of waste disposal from \$173.00/ month to \$87.00/month.

Respectfully,
Jeanine Holzmann
General Manager

Treasurer's report: The last two weeks have been just over \$10,000 in sales giving a four-week average of \$11,000. This still shows a loss of \$5,000 for the past 4 weeks.

A memo from our accountant includes \$73,296 is our reported loss for the 2009 year. This is better than 2008 that had a loss of \$347,207.00. Our loss so far this year through July 15th is \$33,000. Comparing the years 2008 and 2009 our cost of goods went down 3%. Key focus in the future should be on increasing sales and to conduct a survey of membership.

Warren and Deb met with loan officers at Evergreen and the extension on our line of credit has been set for October 1st 2010. Evergreen, at that time, will need to see a significant increase in sales and a reduction in debt load. Our interest rate has been lowered from 5% down to 4.25%.

Warren **moved** to adjourn, Wade seconded. **Motion carried.**
Secretary Protem Laura Anderson

Next Board Meeting:
6:00 – 7:30 p.m.
Thursday August 12th, 2010
Hall of Fame Room
381 East Main Street