

**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, December 9, 2010**

Present:

President: Deb Piper

Vice president: Laura Anderson

Secretary: Dave Sharpe

Treasurer: Warren Kmiec

Directors: Wade Moder, Steve Tone, Todd Cieslak, Regina Hersch and Eric Borchardt

Also attending: Cindy Cwik general manager and Marlene Widra

Laura **Moved** to close, Regina seconded. **Motion** carried

Laura **Moved** to open the meeting, Seconded by Regina. Motion carried.

Laura **Moved** approval of the minutes of Nov. with the redaction, Steven seconded.

Treasurer's Report: Oct–Nov. 2001 was reviewed. Sales have helped reduce the deficit. Slight improvements continue to be made in sales and margin. Accounts payable continue to be drawn down.

Warren proposed a budget for 2011. It is based on a weekly sales of \$1,100.

Payroll reflects a basic new staffing model. We need to make studied analysis and consider changes for the next meeting.

General Manager's report (copy from email)

Holiday Prep & Hours

If you've visited the store in the past couple of weeks, you'll have noticed the festive decorations and displays to celebrate the holiday season. Much thanks to everyone who contributed, including Deb for her window display and our youngest staff member, Tony Pipitone, who definitely takes the prize for being the most infused with the holiday spirit with his unmatched zeal for decking the halls. We will be closing the store early at 3 pm on Christmas Eve, closed on Christmas Day, normal closing at 7 pm on New Year's Eve and closed on New Year's Day.

Pre-orders for Wisconsin Grass-fed Beef Rib Roasts (aka Prime Rib), Strip Steaks and Tenderloin are available. Fresh turkeys are not as widely available as at

Thanksgiving, but we can offer a limited number. Prairie Fire Farm frozen hams are also available. We are also offering pre-orders for Sour Cream & Walnut Apple Pie, Pecan Pie, Double Chocolate Cheesecake and Pumpkin Cheesecake.

New & Returning Items

We're continuing to fill gaps in the shelves, bit by bit, with new and returning items, among them conventional graham crackers, saltines, baking chocolate and brown sugar. We also now have the Madison Area Community Supported Agriculture Coalition's (MACSAC) renowned cookbook, From Asparagus to Zucchini, back in stock, as well as their 2011 Farm-Fresh Calendar.

Inventory

The end-of-the-fiscal-year inventory has been rescheduled for 7 am on Sunday, December 26. Accurate Inventory of Monona will once again inventory the middle of the store and anyone who would like to get up bright and early the day after Christmas is welcome to join the fun. There will be hot coffee on tap!

Weatherizing

A big thank you to Laura, Steve, Wade and member/volunteer extraordinaire Larry Liebmann for their time, effort and materials in accomplishing some basic weatherizing around the store, plugging up drafty gaps and sealing heating leaks which, I swear, have yielded measurable results (my hands aren't the usual shade of blue throughout the day!)

Merchandising Plans

Eric and I are working on plans to build a number of custom fixtures for merchandising displays throughout the store, including simple shelving at the end of each register to present point-of-sale merchandise in a less cluttered, more attractive setting. A general merchandise unit is also in the works so that we can begin bringing in a few commonly-requested items (housewares, reusable bags, the above-mentioned MACSAC products) and display them in a centralized location. Materials for these projects have been donated. Along the same lines, the coffee section has undergone a change in appearance with the switch in bulk suppliers. The former Equal Exchange coffee shelf unit was replaced with one provided by Just Coffee, along with a Just Coffee grinder. During the change-over we discovered that YRGC owns the brewing machine, which we previously had thought was on loan from Equal Exchange. Cal's done an outstanding job handling the numerous details involved in facilitating what turned out to be a smooth transition due to his efforts.

Submitted by Cindy Cwik

Dickens of a Run: Deb reported about 40 people fewer ran this year. She is still getting the final figures together. We think we broke even. Weather was the major factor in having a smaller turnout.

Annual Meeting: Laura proposed Thursday January 20. The Senior Center is penciled in. We pay a \$60 fee for the use of the building. The

meeting is scheduled for 6 – 8 p.m. Nominees for the board and proposed by-law changes should be given to Laura Anderson or Deb by Christmas. Presentations by the President, GM, Treasurer need to be prepared in advance. Regina, Dave, Deb and Laura will work on the meeting. Board members are asked to look at the bylaws and let Deb know.

Steven reported on **Research/Energy**. We may have some savings in phone equipment pending, An inventory of things needing to be done was given by Wade.

Several are done, some are being worked upon and others need to wait for spring.

(Wade will send a copy to me) Deb had a report of utilities that was distributed to the board. Use has gone down but rates have increased.

Events: Wade reported that although participation in Dickens of a Run was low, everything went well. We are looking at another movie event.

Marketing – nothing is pending at this time. A suggestion was made to consider having members sponsor an ad. We also talked about the “Buy Local” grant having a lot of marketing money in it. We hope to hear very soon about that grant.

Deb sent out some sales data (\$774) deviation. Steven did some analysis showing that we are doing better and better. Basket sizes are a bit larger while there were fewer transactions.

We are at 1,035 members

Laura **Moved** to adjourn. second Dave Motion carried.