

**Yahara River Grocery Cooperative
Board of Directors Meeting
Giles Dow Room
381 East Main Street, Stoughton, Wisconsin
6:00 p.m. - 8:00 p.m.
Thursday, March 11, 2010**

Present:

President: Deb Piper

Vice president: Laura Anderson

Secretary: Dave Sharpe

Treasurer:

Directors: Todd Cieslak and Regina Hirsch

Excused: Warren Kmiec, Wade Moder, Spencer Warren, Eric Borchardt

Call to Order: The President called the meeting to order at 6:10 p.m.

Minutes: The January 27, 2009 minutes were presented from the Annual meeting minutes. Change Myra Hajny announcing the election. May 7, 2009 minutes added Regina as in attendance. Feb. 25, 2010. Laura should be taken off as a director as she is now Vice President. Regina was excused. Laura **moved** approval of all three minutes as amended, Regina seconded. **Motion carried.**

Status report: Warren is taking time off to go and be with his father in Florida. Deb is working on the cash flow issues so she can take over from Warren. Laura **moved** to add Cindy as a check signer. Regina second. **Motion carried.**

Treasurer's Report: Deb reported she is checking on the checking account to see if we can get one with a lower minimum balance required or no balance required. Rent due will be escrowed weekly so as not to take such a large a hit when it is due. Deb is actively adjusting cash payments to help reduce the debt as well as purchase additional inventory. Inventory will be taken at the end of March.

Marketing: A card is being sent to all members next week. It will feature a discount. There is an ad for March and the evening dinner coming up. A raffle will be held with left over items from the "Run". The ad is being taken in St. Ann's bulletin. The eblast and web site are being updated. Jeanine and Lora are visiting local businesses to talk about catering. We are looking at working with the Opera House to provide food and box lunches. A facebook page is being considered. Using the store windows to promote better is also being considered. Deb and Norma are working on on-line search engine protocols.

Operations (Jeanine's report was sent out by email and is pasted in here)

At the last Board meeting gift card data was requested. Here is what I pulled from Catapult. The 1st promo –buy \$100.00 gift card cash or credit pay \$95.00 was approximately Sept 15. The 2nd promo was end of Nov – Dec 24th. I did not document the actual promotion dates.

Comparisons

Gift card sales	06/01/09 – 08/31/09	09/01/09 – 11/02/31	12/01/31 – 01/31/10
New cards	\$950.00	\$4534.14	\$605.
Value added	\$6438.83	\$10,923.27	\$8145.53
Gift card redemption	-\$7446.45	-\$14,260.66	-\$8195.96
Outstanding balance gift cards	\$3557.78		

02/01/09 – 03/10/09 overall store margin 24.13% ext cost \$37,440.34 net \$49,349.94
02/01/10 – 03/10/10 overall store margin 36.06 % ext cost \$39,106.07 net \$61,161.45
March 1-10, 2010 sales \$14,696.03 COG's \$9130.61
March 1-10, 2009 sales \$12,586.29 COG's \$9686.72
CALLED FOX PRAIRIE SCHOOL: PROMO CHANGED TO -10% OFF WITH \$30.00
PURCHASE.

Bulk entered into label scale ; pre-packed bulk is being distributed throughout the store. Shifting of product, people seem to like the “new” store. Bussey Dishwasher Service: we are renting the dishwasher and the monthly visit, and chemicals are part of the rent. The tiles in the kitchen are coming loose. Erik dug around and found some extras downstairs. We will repair them as soon as we gather the needed items to do the job. Trays have been bought for catering platters. Some cookie dough has been prepped into balls and are ready to bake when needed. We have a tease of a 30 person catering possibility. This probably will come through. A copy of the final lunch ordering sheet will be ready by meeting time. Warren and I considered shutting down the 3-door freezer to save on overhead. We discussed contacting Commercial Air and finding out the possibilities. I am also considering making frozen entrees, pies, pizza dough, bread dough?, calzones, soup, etc.....and filling the freezer with those items instead. Lora and I have started talking this through. It would cut down even more on waste. Catering menus are going home with grocery bags.

We are working very hard to be diligent with the budget. Overall, I feel the changes taking place and the energy behind this new Board is going to pull this store through these very tight times. Things are better than they were.

Laura **moved** to reintroduce the gift card by check or cash at 5% off per \$50 dollar value or more in \$10 dollar increments. Regina seconded. **Motion carried.**

The Personnel Committee will be the officers and will review the general manager as soon as possible. Former review procedures are being researched.

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

Next Board Meeting:
6:00 – 7:30 p.m.
Thursday March 25, 2010
City Hall - Giles Dow Room
381 East Main Street