

**Yahara River Grocery Cooperative  
Board of Directors Meeting  
Ed Overland Room  
City Hall  
381 East Main Street, Stoughton, Wisconsin  
5:40 p.m. – 6:53 p.m.  
Thursday, April 28, 2011**

Present:

President: Laura Anderson  
Treasurer: Warren Kmiec  
Secretary: Eric Borchardt  
Directors: David Sharpe, Susan Greenler, Deb Bicksler, Tom Selsor  
Excused: Wade Moder, Todd Cieslak

Also attending: Cindy Cwik (General Manager), Michael Perry (author, humorist, musician)

**Call to Order:** The President called the meeting to order at 5:06 pm.

Michael Perry came by to thank the Co-op for selling tickets at the store for his performance. Pictures were taken.

**Minutes:** Eric moved to approve the Minutes of April 14, 2011. Deb seconded. **Motion carried.**

## Operations

### YRGC General Manager Report

#### Sales & COGS

As Warren mentioned, the cost of goods for 3/27-4/23 did come in at \$4000 over the budgeted amount, though if we compare the COGS for the same 4-week period against the previous year, we actually experienced a decrease in COGS of 1.1% and an increase in sales of 1.4%.

				ACT DIFF	% DIFF
SALES 2011	48,476	SALES 2010	47,832	+644	+1.4
COGS 2011	31,400	COGS 2010	31,732	- 332	- 1.1
<hr/>		<hr/>			
	36% MARGIN		34% MARGIN		

#### Staff

Successfully connected with a Career and Employment Specialist at Madison Area Technical College who directed me to the TechConnect site where I posted the opening for the Kitchen/Deli Manager. It is now available to current students and alumni of 16 statewide technical colleges. This is option one. Option two entails continuing as we have been—utilizing volunteers and staff—until the end of May, when one of our volunteers, Mary Huotari, would become available to take on the part-time position. Between more frequent catering orders and simply maintaining consistent quality deli product, the need to have this part-time position filled by a qualified candidate is paramount.

#### Conveyor Belt

Regina received an interested response to the most recent Craigslist ad she posted and I was contacted by a company in Stoughton that specializes in developing prototypes of all varieties (they created an automated box cutting system for Walgreens). They stopped by to look at the conveyor belt this week and said they had to run it by the decision-makers whether or not they could make use of and then offer anything for it. I did find out from them that the motor itself is a 3-phase, best suited for industrial use, which could be a deciding

factor for potential buyers (they would need a single phase to 3-phase converter to use). If we reach the point that we just want to ultimately relieve ourselves of the behemoth, I got the impression they would take it off our hands.

### **Syttende Mai**

Plans are well underway for this year's festivities. We'll be cooking out both Saturday and Sunday, offering both grass-fed beef burgers and YRGC veggie burgers from the grill, baked Juusto cheese, rollepolsa and veggie wraps. Inside the store, we'll also be stocked with plenty of portable co-op treats: packaged bulk snack items, assorted beverages, etc. Jen Lister has even sourced a couple of varieties of Norwegian beer. Let's hope for more seasonal weather!

Submitted by Cindy Cwik  
April 28, 2011

### **Additional Operations business**

- Sold 220 tickets to the Clodhopper Monologues, earning \$220 for the Co-op and introducing many people to the Co-op

### **Treasurer's Report**

The P&L report shows a strong sales period with sales (acct#4000) close to \$3,000 greater than budget. But the cost of goods (#5000) is starting to creep up and they are \$4,000 greater than budget. So the result is in spite of solid sales, we end up \$1,000 below budget in Gross Profit. (Time to review product price margins??) The good control of expenses continues to make the end result or Net Income (bottom line) for this period a positive \$185, although the differences noted above as well as the below level performance of Other Income (Fundraising) accounts for the bottom line being off Budget by \$1,805.

The Balance Sheet Changes as of 4/23/11 shows a decrease in cash assets in checking of \$2,867. The inventory (#1200) increased \$2,233. Accounts Payable were reduced \$2,338. The Net Income for the 4-week period is \$185.

Accounts Payable report shows debts just below \$30,000.

### **Other Financial business**

Dave suggested that every meeting we discuss the (debt to sales figure???) and where we're at for Summit. Each meeting it will be part of the Treasurer's report.

Members who are shopping is going down month by month. Why? Is there any way to investigate this?

### **Other business**

New member marketing – eblast (newsletter should ask people to pass the information along to people they know who have been thinking about joining).

Membership Promotion – yard sign (I shop at the Co-op). How to get them made? Eric to talk to Norma about it – perhaps get a quote to print 100 of them and then sell them?

The Co-op needs to continue to emphasize why it's important to support local business – local producers, save gas money by not going to Madison to buy things, money stays in the community, etc..

Idea: Article on the co-op in the North Star. Susan to talk to her daughter about it.

Tom to look into a parade float for Syttende Mai.

Could we do a promotion by promoting BULK? Bulk items are a lot cheaper. Stretch your dollars by buying what you need. Do a demo of the bulk by putting a bulk bin up front with a sign?

Deb moved for adjournment. Susan seconded. **Motion carried.**

**Next meeting**  
Hall of Fame Room  
Stoughton City Hall, Lower Level  
5:00 p.m. – 6:30 p.m.  
Thursday, May 12, 2011