

**Yahara River Grocery Cooperative
Board of Directors Meeting
Giles Dow Room
381 East Main Street, Stoughton, Wisconsin
6:00 p.m. – 7:40 p.m.
Thursday, January 24, 2011**

Present:

President*: Laura Anderson
Vice president*: Wade Moder
Secretary*: Eric Borchardt
Treasurer*: Warren Kmiec
Directors: Dave Sharpe, Wade Moder, Todd Cieslak, Deb Bicksler, Susan Greenler, Tom Selsor

Also attending: Cindy Cwik, General Manager

*Elected in the course of this meeting (see below).

Call to Order: The Vice President called the meeting to order at 6:06 pm.

Welcome and Board Introductions: Laura welcomed the three new board members (Deb, Susan, Tom). All board members introduced themselves with a brief introduction.

Minutes: Wade moved approval of the Jan. 13 minutes. (not sure who) seconded. **Motion carried.** Eric moved approval of the Jan. 20 Annual Meeting minutes. Wade seconded. **Motion carried.**

Affirmation of bylaw changes: Dave moved to approve the changes to the bylaws, as approved by the quorum at the Annual Meeting. Tom seconded. **Motion carried.**

Election of officers: Laura nominated Warren as Treasurer. Deb nominated Laura as President. Laura nominated Eric as Secretary. Eric nominated Wade as Vice President. Discussion ensued. Voting occurred individually for each officer nomination. **Each nominated person was approved for office by the board.**

Meeting schedule: The following schedule was suggested: 2nd Thursday of the month (5pm-6:30pm), 4th Thursday of the month (6pm-7:30pm). **The board approved.**

Treasurer: Warren explained how to read the reports. Warren pointed out that \$4364.44 in taxes are due to the City of Stoughton. This payment needs to be addressed at the next board meeting. A suggestion was made for future tax liabilities that 1/12 of the amount be set aside each month. Dave asked to seek a cash budget and Warren agreed to send the board a cash budget based on weekly revenue of \$11,300. Deb requested additional detail on Accounts 5500, 6200 and 6400. Warren agreed to send more detailed financial reports to the board before each meeting, rather than the condensed versions.

Warren distributed a proposed investor letter. The board agreed to review the letter and discuss at the next meeting.

Operations

YRGC General Manager Report

Sales

We seem to have hit our January slump last week, as sales were considerably down.

Week of 1/2 to 1/8: \$11,288
Week of 1/9 to 1/15: \$12,210
Week of 1/16 to 1/22: \$10,866

This week has been weak in sales as well. We'll need to have a strong Friday and Saturday to break \$11,000.

Super Bowl

It has been brought to my attention that a certain "local" football team has made it to an important championship game, and that this is a very big deal. Additionally it's been suggested that it would be a smart move to capitalize on this good fortune with team-specific offerings in the store, foods and beverages to celebrate the so called "green & gold." In all seriousness, thanks to Norma for providing some wonderful ideas for Packer week leading up to the Super Bowl. At this point, a sit-down dinner or even buffet would be very difficult to pull off, but offering special deli and hot/salad bar items as suggested (green and gold pasta, sauces, soups, party platters, etc.) is definitely doable.

Inventory

The FY2010 inventory totals have now been adjusted in Quickbooks to give a much more current and accurate picture; updated figures were given to Terri Noyes who made the adjustments.

Marketing

Deadline for inclusion in the 2011 Southern Wisconsin Farm Fresh Atlas is tomorrow, Friday, January 28. (The Farm Fresh Atlas lists farms and food-related businesses that sell their goods directly to customers in southern Wisconsin. It is distributed throughout the region, including at most farmer's markets). We opted for the basic listing last year and could do the same thing this year at a cost of \$110. Or we could choose to run a 1/6 page ad (3.5" wide x 2.875" tall) in the guide, along with the listing, for \$300. I think the basic listing in the Atlas would be adequate, as it would also be included on the Atlas web site as well, with a link to the YRGC site and info email address.

Submitted by Cindy Cwik
January 27, 2011

Meeting extension

Dave moved to extend the meeting 10 minutes to allow for time for all agenda items. **Approved by consensus.**

Committee Reports

Marketing

Eric discussed that there is very little money for marketing. Instead, low/no cost marketing efforts are primarily used at the moment, including the Weekly Update eblast (funded by a donation by a member), Facebook page (free), Website (updated by volunteer Norma McReynolds), store flyers (created by and printed by volunteer Norma McReynolds), events in free local listings, and so on. A suggestion was made to ask members to "sponsor" advertising for the co-op. This will be considered.

Membership

Holding steady at 1036 members. Tom suggested a possible scenario for updating the membership structure. Some discussion ensued.

Events

Wade is having difficulty getting the movie "Ingredients." While pursuing it, he will look into other options.

Efficiencies

Wade will contact Steve Tone regarding the phone bill and whether to go with ATT or TDS.

Grants

The application has been submitted from the \$25,000 grant from the Wallace HUFED Center, which focuses on an outreach plan to low income and undernourished populations. No word yet.

Laura suggested that a Policy Committee be created to review, update and create all needed policies. In asking for volunteers, Dave agreed to join Laura on the committee.

Other business

Todd suggested Committee reports be given only if needed. It was agreed that Committee reports would only be included on the agenda if there were significant updates.

Deb suggested Roberts Rules be reviewed for use in the board meetings. Laura to discuss this at the next meeting.

Motion by Dave to adjourn. Seconded by (???). **Motion carried.**

Respectfully submitted,

Eric Borchardt, Secretary

Next meeting
Giles Dow Room
Stoughton City Hall, Lower Level
5:00 p.m. – 6:30 p.m.
Thursday, February 10, 2011