

## YELM COOPERATIVE

Meeting Minutes  
April 10, 2014  
Rosemont Retirement Center

Next meeting is Thursday, May 8 @ 6:00 pm at Rosemont Retirement Center

**Directors present:** Bill Wyman, president; Barbara Morando, vice president; Tom Dewell, treasurer; Marilyn Reardon, secretary; Terry Kaminski, director; Jeevan Anandasakaran, director

**Program managers present:** Barnaby Rintz, YFC general manager; Karen Rae, FM manager

Meeting was called to order at 6:03 pm by Bill Wyman.

### **Meeting Minutes**

March, 2014 monthly meeting minutes were approved.

April 5, 2014 special meeting minutes were approved.

### **YFC general Manager Report** – Barnaby

YFC financials were reviewed. There was net YTD income of \$12,444.

- Monthly sales (total) = \$91,604
- Daily sales (average) = \$2955
- Average basket size = \$21.70
- YTD total sales = \$248,352
- # of in store working members = 34; gain of 1
- # of out of store working members = 20; no gain or loss
- Extraordinary maintenance cost = \$1987 – business insurance and pest control
- Capital expense = none

The first 3 months of membership dues received exceeded the total from last year at this time by 30%. Great news! New Working Members continue to come in. There was an orientation held for new WM on April 5.

The purchaser Sarah Morgan has left to take a full time position. Florence Vincent has been hired at 10 hrs/week as a purchaser to assist with merchandising displays, introducing new products, discontinuing poor sellers, getting promotional deals, etc. In addition, 3 new cashiers were hired for part time positions: Yoko, Willa Cain and Diana Duncan, a nutrition expert.

Kate is up for evaluation. Barnaby plans to cover the cost of the health insurance policies that the staff have, or will have acquired from the WA State Health Plan Finder website.

Because of strong financials, Barnaby is able to take advantage by expanding marketing, labor and store improvements.

Barnaby is working with Key Mechanical to get the best pricing on the produce chiller. The overstocked chiller is priced at \$895.

Inventories were conducted just before and just after this quarter, so the financials are very accurate. Financials were reviewed by the Board.

### **Farmer's Market Report** – Karen

#### Overview

- Nisqually Springs Farm is no longer for sale. Glen Schorno is buying it and is happy to have the Farmers Market located there.
- There are 3 new members on the YFM oversight committee: Geana Henkes, Lucy Ryan and Leonie McTanish.
- Lucy, Leonie and Karen are the Activities and Entertainment Committee. They are beginning to plan themes for the season and will organize activities, entertainment, demonstrations, business booths and non profit organizations to support the themes. A decision was made to invite buskers (street musicians) to provide acoustic music for the market. They will be able to sell their recordings at the market. The committee is contacting music stores, music teachers, and the Triad Theater to recruit musicians.

#### Alternate currencies

- The market has been accepted to process SNAP EBT (Supplemental Nutrition Assistance Program Electronic Benefits Transfer). DSHS of WA State has facilitated free equipment to be given to the market for accepting these kinds of funds. The POS equipment that is being supplied is capable of accepting debit/credit transactions. Karen is waiting to hear back from other market managers regarding the value of offering this service - the transactions come at a cost. Some of the vendors already offer credit card transactions via their smart phones.
- Karen is ordering wooden tokens that are used as currency. It costs \$140 for 1000 YFM \$1 tokens.
- Yelm will not be administering the Senior Farmers Market Nutrition Program this year. Karen had emailed the FMNP lead at the Dept. of Health to find out how this can be implemented next year.

#### Vendors

- Currently, there are 3 farmers, 1 prepared food vendor, 1 bakery and 2 processors signed up. There are many more calling. Next year Karen will adjust the application closing date to an earlier time. Karen is contacting previous and potential new vendors.
- Karen will be presenting the Yelm FM at the Sound Community Farmland Trust on Friday. Her presentation will be targeted to entice them to our market.
- Karen is in contact with Lucas Patzek from the WSU Thurston Extension program regarding sending new farmers to our market.

- Tammy is a vendor and on the oversight committee. She is recruiting vendors from other Farmers Markets for ours. It is a benefit to us to have a Sunday market, as this is a day other small, local markets are not open.
- The vendors' meeting is scheduled for 4/29 at the Yelm Community Kitchen.
- Smith Bros. Dairy are having a business booth giving out milk samples and signing people up for deliveries. They have paid \$490 for the discounted price of \$35 for committing to 14 markets.

#### Volunteers

- 3 volunteers per market are needed. Some positions are filled but still need more.

#### Marketing

- Facebook 'likes' are up 5% to 1109 in the past month. Target is 1500 by the peak of the season.
- Upcoming marketing events are the Home & Garden Show and the Chamber of Commerce.
- Michael Wagar of the NVN is a great supporter of farmers markets and he is keen to give great newspaper coverage over the season. He has an article to go into this week's edition introducing Karen and the FM. He committed to do an article to be printed the week of the first market and get a reporter to the first market and to let him know of special events/vendors. He is very committed to local interest stories.
- Now that the market is authorized for SNAP EBT Karen will be approaching relevant agencies to get the word out.

#### Sponsorship

- Update: Karen received \$250 in sponsorship money from Blue Waters Acupuncture Center; \$500 each from Easthaven Villa and Twin Star. Rose Ann Penny from Premera Blue Cross will rent a booth for \$75 in September;

#### Finances

The Board reviewed the FM P&L and reconciliation detail. Currently, the FM is negative \$2,222.41 which was anticipated. This number will improve as sponsorship and other income comes in.

#### **Community Food Education (CFEP) Program & Community Gardens (CG)** – Tom

##### Community Garden

Nothing to report.

##### Community Food Education Program

Nothing to report.

##### Yelm Business Association

There are currently no members outside of the founding group.

## **Yelm Cooperative**

### Treasurer's Report – Tom

- Total members paid: February = 66
- New members: February = 18
- Total voting members: 702
- Total original members: 762
- Total March member payments received: \$1665
- Member payments outstanding: \$13,257 (due by year end)
- Bank balances as of 03/09: \$8381.42
- Line of credit balance: \$5100.00
- Due from FM to YC: \$9940.02
- Net income: \$5949.55

### Line of credit

One Pacific Coast Bank has received all relevant YFC financial information. They are willing to loan up to \$50,000 line of credit. Discussion ensued re: how much we should apply for. No decision was made at this time; it will be revisited when Barnaby returns from Wisconsin.

Twin Star CU will finance 80% of vehicle cost for the delivery van. They will finance 80% of produce chiller. Barbara will become involved with this, as she has extensive contract expertise. Barnaby emphasized that it is important to keep moving on the chiller because at this time a good price can be procured.

Terry has sent a request to Ernie Baydo at Baydo Automotive sales re: donation of a vehicle.

## **New Business**

### 1023 Application

Bill received a response to the letter of expedition from the IRS dated March 27. They posed 4 questions to answer. The response deadline date is April 17. Bill will call Faith Cummins at the IRS for a 30 day extension. [Note: This was subsequently received.] The Board decided that it needed expert advice. Bill will call Sarah Langley, a nonprofit lawyer; Tom will call 501c3 co-ops to ask for lawyer and CPA names; Karen will call WSFMA and other nonprofit FM's to ask for lawyer names.

### Website redesign

Tom and Jeevan will go forward with the redesign. We are all excited to see what it will look and function like, given their expertise.

## Logo

- Terry forwarded us Dr. Hsu's 2 suggested logos ahead of the meeting. She also read us his background, which is extremely impressive.
- After much discussion the Board decided to table this agenda item and each of us should explore the 99 Designs website. If we choose this route, we would put out the project call, identify our needs and what we would pay for a design. We could potentially receive 50-100 designers' logo designs and then pare down and continue to refine and work with the designer(s) until we get the logo we want. Bill wanted to ensure that the membership be involved in the choice. He also stated they should not all have to be digital; however, this could be a problem for placing the logo on multiple mediums.

## Marketing plan

Jeevan reviewed the marketing plan document re: how with minimal effort a lot of content can be delivered to members/customers. However, before choosing a product to highlight, Barnaby needs to be consulted, as there are many aspects to be considered before making a choice, including how to integrate the plan with the store infrastructure ie: produce chiller installation and being able to highlight more produce. The marketing plan will not be finalized until Barnaby and Board can work closely to integrate it with store operations.

## Out of store WM's

Barbara, as vice president, took on the task of contacting all interested out of store WM's. She contacted 2 but neither contact has proved productive. She will continue to monitor the Board folder as new applications come in.

Motion was made and seconded to adjourn. Passed. Adjourned at 8:30 pm.

Submitted by Marilyn Reardon, secretary

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Bill Wyman, president

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Barbara Morando, vice president