

YELM COOPERATIVE

Meeting Minutes
May 8, 2014
Rosemont Retirement Center

Next meeting is Thursday, June 12 @ 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 6:00 pm by Bill Wyman.

Meeting Minutes

April, 2014 monthly meeting minutes were approved.

YFC general Manager Report – Barnaby

YFC financials were reviewed.

- Monthly sales (total) = \$86,294
- Daily sales (average) = \$2876
- Average basket size = \$20.82
- YTD total sales = \$342,584
- Net income = \$5227; 1.53%
- # of in store working members = 29; loss of 7
- # of out of store working members = 22
- Extraordinary maintenance cost = \$488- Quickbooks payroll service upgrade for 2014
- Capital expense = none

Inventory is too high and is pinching cash flow. The excess should be liquidated by the next inventory. 60% of excess inventory is due to wine but wine accounts for only 8% of sales. It needs to remain in the \$8000 range. Barnaby will work to find a method that can apply an inventory figure to a full calendar month financial report.

New products are a primary focus at this time. Florence has worked with Barnaby in reviewing new product requests. Another focus is to get the kids' corner in place and a bookshelf for the store.

Farmer's Market Report – Karen

- Market opening date is changed to June 1. Farmers in our climate do not have sufficient produce to bring it to market in May.

- Nisqually Valley Farms needs the \$1000 rent payment. Glen will have a hayride opening day. Glen intends to sell the farm's beef; Karen will sell for him at the information booth.
- The FM oversight committee has been redefined as advisory group to be comprised of representatives of each group involved in the market.
- 13 vendors are signed up; 12 more are potential
- Business booths confirmed: Smith Bros. Farms (for all 12 markets); TwinStar CU; Premera Blue Cross; All Green Carpet Cleaners.
- Nonprofit booths confirmed: Phoenix Rising School; World Water Warriors
- She and Tom are working on garnering market volunteers.
- Alternate currency equipment is ordered. Karen will receive training over the phone. This will enable the market to process SNAP EBT and debit cards. Both will be done via wooden tokens. A \$1 token fee will be charged per debit transaction.
- In order to have music played that is copyrighted (music not original to the musician), there is a \$100 per market day cost. Karen will pay for the first 3 market days out of operating costs but is seeking sponsorship money that could cover this for the remainder of the season.
- Grand opening is June 15. Karen requested all our ideas.
- Living History folks will be at the market. People will get to experience activities from early settler days – making butter, making rope, etc.
- Karen asked how we can get horse rides at the market.
- Glen Schorno agreed to hang a permanent FM banner on the fence. Katie is designing.
- Facebook “likes” are up 3% in the last month to 1144.
- Next year, the FM should have its own booth at the Home & Garden show. Board voted and approved this cost. Marilyn will reserve both booths soon to get the best position.
- Karen will approach community service organizations re: SNAP EBT and ask them to hand out flyers.
- Karen is requesting help in approaching nonprofit organizations to offer them a free booth and for them to spread the word about the market to their contacts.
- Karen is approaching Yelm Cinemas for free advertising.
- Easthaven Villa has purchased a \$500 sponsorship.
- LeAnn Franks will present the sponsorship package to Kathy May with the intent that she present it to her colleagues at Yelm Family Medicine at the next meeting. Karen has also asked how we can partner with them in informing low income families about the SNAP program.
- Karen is introducing herself and sponsorship packages all around town.

- NVN has committed to a free advertising package, as well as much coverage.
- Jeevan is assisting Karen in compiling a budget.
- The P&L was reviewed by the Board. One question was why a portion of Debbie Burgan's wages were posted to the FM.
- Net income for the market to date is (-\$597.88).

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

Community Garden

Nothing to report.

Community Food Education Program

Nothing to report.

Yelm Cooperative

Treasurer's Report – Tom

- Total members paid: April = 62
- New members: February = 21
- Total voting member fees collected: \$714
- Total original member fees collected: \$771
- Total March member payments received: \$1665
- Member payments outstanding: \$13,185 (due by year end)
- Bank balances as of 03/09: \$8381.42
- Line of credit balance: \$5000.00
- Due from FM to YC: \$10,772.79
- YTD net income: \$7199.29

New members get their name on a FM's banner plus a bag of goodies. People like the goodie bag a lot.

Terry's mother will make reminder calls to members whose annual fee is past due. The names can be pulled out of Keystroke.

The Board decided at the inception of the Farmers Market that the money distributed from the YC account to the market to get it going would not be expected to be paid back. The goal is to get the market to the point of being self sustaining operationally.

New Business

Bill spoke with Faith Cummins on Tuesday morning. We will receive a 501c3 designation for our entire organization, including the YFC, YC and FM. The Board is thrilled!

The YC needs to stop reporting taxes on form 1120 and start reporting *all* activities on one Yelm Cooperative tax return form 990. We are permitted to keep 3 separate accounts for our internal purposes.

Bill will check to be certain but we need to amend the Articles of Incorporation with similar language to the following:

The Yelm Cooperative is organized exclusively for charitable, religious, educational or scientific purposes, including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501c3 of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Bill needs to sign some additional documents, then the IRS will send us our nonprofit number. We can put it on our letterhead. At that point Farmers Market sponsors can deduct their sponsorship money if they choose.

Tom will research what changes for the YC with our new status and what if any additional Board responsibilities are incurred.

It is imperative that we create a template of a donor database. Jeevan will research with Omey Nanydal.

Website

We can launch the new website communication program immediately. 4 weeks from now the 1st newsletter goes out. Heidi Smith will be paid \$40-50 per article. Jeevan will select the first 4 article titles.

The Board will review and play with the pages before the new template is launched for customers.

Logo

Motion was made and seconded to change the store logo. Passed. The design will go to 99 Designs. Jeevan will do 2 design briefs this week. The Board approved a "bounty", as it is called, of \$500 to go to the designer whose design we accept. We feel we need to move quickly on this.

2014 Annual Goals

Motion was made and seconded to finalize the goals as submitted via email. Passed. However, goal #2 to increase local SKU's must be carefully instituted. Barnaby explained that local SKU's are not necessarily profitable. Even with a reduced margin they are more expensive. There is more attrition in local product, as well. However, we do want to be a germinator for businesses here to build up the local economy. We should focus on starting close to Yelm, within about a 10 mile radius.

Mission statement

We will have a special Board meeting in the future to address the rewriting of our mission. Barbara, Bill and Marilyn will draft some language and email it to the Board.

Motion was made and seconded to adjourn. Passed. Adjourned at 8:19 pm.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president