

YELM COOPERATIVE

Meeting Minutes
June 12, 2014
Rosemont Retirement Center

Next meeting is Thursday, July 10 @ 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

Excused: 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

May meeting minutes were approved.

June 4 special meeting minutes were approved.

YFC general Manager Report – Barnaby

YFC financials were reviewed.

- Monthly sales (total) = \$90,817
- Daily sales (average) = \$2930
- Average basket size = \$21.32
- YTD total sales = \$435,012
- Net income = \$8483
- # of in store working members = 27; loss of 2
- # of out of store working members = 23; gain of 1
- Extraordinary maintenance cost = none
- Capital expense = \$286 - Uniden 2 line, 5 cordless phone system

The UNFI show gave us a lot of opportunity to review new products and deals. UNFI brokers will meet once per month with store buyer which will give good opportunities to access promotions.

Inventory should be slightly lower than in May. The next count is scheduled for June 29.

Barn would prefer to expand frozen food capacity before purchasing the produce display case. Frozen food items sell well. Barn is researching 2 door upright freezers. This is a much lower capital investment, with a much shorter ROI. The produce case will be considered in the future, perhaps January or February.

Barnaby shared that the mediation training course he attended was very valuable, particularly in the area of communication skills and dealing with conflict.

Farmer's Market Report – Karen

- Market financials were reviewed. It was reiterated that the financial goal of the Market was to be self sustaining in operating costs. The YC does not expect the Market to repay the seed money that the YC has invested in the Market over these 3 seasons.
- The first Market broke all attendance records. The second beat all previous markets in sales except for one.
- The Grand Opening is next weekend with a pirate ship and petting zoo and will be a family fun day. All available selling space is taken.
- There are currently 25 vendors: 11 farmers; 6 processors; 7 artisans; 1 prepared food. Karen is still looking to recruit vendors for eggs, mushrooms, milk, cheese, more vegetables and berries. The Market is nearly fully booked until the end of July in the nonprofit booth. There is much interest in the business booth.
- Volunteers are working well. Karen is designing a system to increase efficiency.
- Alternative currencies are great. They are allowing the Market to access funds that wouldn't otherwise be spent with us, as well as making fresh food available to low income families. \$207 of debit tokens and \$69 of EBT were processed the first Market they were made available. This can grow exponentially.
- The NVN has been giving us terrific coverage. Karen has passed out lots of flyers around town. There is an advertisement in this week's NVN Shopper and an ad in the NVN for the grand opening. In addition, there is a grand opening ad on the Chamber electronic reader board for Friday, Saturday and Sunday. SouthSound Country 96.9 is interviewing Karen on 6/27. Yelm Cinemas has offered the Market a free month of advertising.
- Kathy May presented the FM sponsorship packet to the Yelm Family Medicine Board on Sunday. No response yet. Dr. Terry Franks has given \$150 in sponsorship money.
- Market sales for 2014 so far is \$6538.38, a 96% increase over last year at this time. Customer count is 671, a 33% increase.
- Karen now has a debit card linked to the FM account.
- Judy can send Karen all the FM Quickbooks information to put in an Excel spreadsheet. This will streamline financial reporting for Karen.
- There was a discussion of the Board's expectations for the Market and the level of authority the Market manager has. The Board clarified that as long as the FM manager follows the vision, mission and values of the YC, the manager has the authority to make FM decisions.

Karen was excused from the meeting at this point.

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 May 2014– Tom

Profit/Loss statement was reviewed.

- Total members paid = 42
- New members: = 19
- Total voting member = 735
- Total original member = 773
- Total May member dues received: \$1252.50
- Member dues outstanding: \$13,442.50 (due by year end)
- Bank balances as of 05/31: \$9634.10
- Line of credit balance: \$4900.00
- YC seed money to FM \$4336.12 (2014 only)
- YTD net income: \$5988.14

We have received the IRS official letter approving the YC and all its programs as a 501c3. The YC EIN (employer identification number) is now recorded as a nonprofit charitable organization. No new EIN number is assigned. We also received a document locator number (DLN). This allows the IRS to locate our approval letter within their system.

The YC is required to file a 990 tax form. Tom will talk to Dwight Littlefield about refiling past tax returns, as well as using a 990 from this year on.

Barn will draft a Grapevine article to announce our new status. Bill will draft an announcement for an emailer. Tom will announce on the website. It will also be announced on Facebook. Bill will draft a template for a letter to send to major donors. Board will review. Once finalized, it will be sent to the donor who has contributed a significant sum to the Gift of Gobble.

Logo – Terry

We worked out a design brief to send to 99 Designs and begin the process. Tom will coordinate the process. We all agree we need to keep going forward with finalizing a logo as soon as possible. Barnaby and the store staff are important to the process since it is the store's logo.

Beer & Brat Fest – Marilyn

- We have received the liquor license. Both the city and health department licenses are pending. Bill will call Gary Carlson of the city planning department tomorrow about when we should be receiving the city permit.
- There are currently 28 volunteers scheduled to help.
- Four planning sessions have been held and all is going well. A notebook is being assembled to include all the pertinent information to make planning easy and efficient next year.
- We are extending our hours to 3:30-9:00 pm and are planning for a 30% increase in sales.
- Kellie Peterson has offered her house again for the B&B volunteer appreciation party. As last year, if any brats, dogs or beer is left over, we will use them for the party.
- Tom will send the emailer out a series of times leading up to the Fest.

New Business

- Barbara, Bill and Marilyn will draft a new mission statement and send to the Board for discussion.
- Terry's mother can begin calling members who have overdue annual fees. Barnaby will draft 2 scripts and coordinate with Terry and Stella.

Motion to adjourn was made and seconded. Passed. Adjourned at 7:55 pm.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president