

YELM COOPERATIVE

Meeting Minutes
September 11, 2014
Rosemont Retirement Center

Next meeting is Thursday, October 9 @ 6:00 pm at Rosemont Retirement Center

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

Excused: Terry Kaminski, director; Karen Rae, FM manager

Program managers present: Barnaby Rintz, YFC general manager

Meeting was called to order at 6:00 pm by Bill Wyman.

Open Session

There were no members present. There have been some questions by members regarding what the 501c3 status means for the Co-op. Tom will draft a Grapevine article giving people correct information. The Board invites members to attend the Board meetings and ask questions/make comments. Dates for Board meetings are on the website; the Grapevine will now include them, as well.

Meeting Minutes

August meeting minutes were approved.

YFC general Manager Report – Barnaby

August YFC financials were reviewed.

- Monthly sales (total) = \$86,780; down 3.96%
- Average basket size = \$22.57; up .05%
- YTD total sales = \$695,748
- YTD retained earnings = \$7,777
- # of in store working members = 20
- # of out of store working members = 20
- Extraordinary maintenance cost = none
- Capital expense = none

The sales number does not include the accounts receivables that have yet to be received. This will raise August sales to approx. \$87,700. Net revenue was negative for August, likely due to increases in inventory. Barnaby anticipates selling off as much inventory as possible. The next inventory will be taken Sunday, Sept. 28th. Sales were 3.8% higher in August 2014 than 2013.

There is an available used produce chiller in Tenino which will cost approx. \$1300 after being refurbished and shipped to the store. The next step is to purchase a compressor and identify an installer. The total maximum amount for chiller is estimated not to exceed \$10,000. The money for this project might be attained from the equity line of credit we have, store earnings and membership payments. It should be able to be installed before Thanksgiving, a high produce sales volume time of year.

To improve sales and service to the community, training manuals, finances, promotions and store layout all need reassessment and upgrades. Barnaby is confident in marketing the store in local media and the Internet. Key elements that need constant improvement are service and cleanliness.

Daniel Wyman and Barnaby have agreed to terms for formatting the Grapevine. He is offering 20% off because the YFC is a cooperative. All store articles for the upcoming edition are written. Remaining items are "Select Promotion" pages for October and November.

Barnaby opened a discussion regarding offering patronage rebates since the new 501c3 status. The Board has reviewed the IRS rules and feels there it is fine to offer a rebate. The rules prohibit those who have major, direct influence in the organization – like Board members or staff – from receiving uncustomary compensation for their work. However, Tom will get this in writing after consulting with Dwight Littlefield.

Farmer's Market Report – Karen provided the Board her report.

- Total August market sales (all categories) = \$24,521.56
- Total YTD sales (all categories) = \$73,593.14
- Total # of August vendor booths ranged from 20-23
- Total YTD attendance = 8121
- Total YTD income = \$6,287.01

There were no new sponsorships in August. An ad has continued to run in the Yelm Cinemas but will not be continued past September. Facebook "likes" are up from 1378 to 1471. Karen's target is 1500. For \$5 a day for 2 days, Karen ran a FB post ad targeted to males and females, age 18-65, within a 25 mile radius of Yelm. It is very effective. For example, sales nearly doubled for the flower vendor after that ad. The NVN is doing an update article of the market. They continue to be very supportive.

Master canners will run a booth on food preservation and will test pressure gauges for \$2. There are two teenagers volunteering at the market doing face painting and balloon animals. Their donation jar money goes toward running the market - so far bringing in \$80 in 2 weeks. There is a new vendor selling his own kefir. Phoenix Rising School will be at the market on September 21 offering hands-on experience for children. Master Gardeners are coming September 28 who offer advice on problem plants. In addition, they will be educating about composting.

Karen has meet with Tammi Merriman, Grant Beck and Ryan Johnston of the city in regard to discussing issues in relation to locating the market in the city. Karen has since read the regulations and has deemed the market could not be successfully run with these in place. However, Karen will explore pursuing it further with city council.

Bill brought up the idea of purchasing a 80x40 ft. tent to shelter the market at the Nisqually Springs Farm. They cost \$2800-\$12,000 new. The Board will keep this open as an idea.

Yelm Cooperative

Treasurer's Report – Tom

August SOA was reviewed.

- Total members renewed August: 40
- New members renewed August: 15
- YC members renewed August: 18
- Original members renewed August: 7
- Total YC members: 770 (paid or outstanding)
- Total YFC members: 779
- Total August member dues received: \$977.50
- Member dues outstanding: \$13,744.10
- General fund bank balance as of 08/31: \$9,063.89
- YTD fundraising revenue: \$3,828.25
- Total YTD unrestricted revenue: \$16,161.25
- Line of credit balance: \$4,600
- Total YTD expenses: \$5,161.97
- YTD net income surplus: \$10,783.68
- Due to YC from Farmers Market: \$4146.12

The YC's 501c3 status requires that we change our financial terminology. These are now reflected in the treasurer's report.

We have discussed whether we need to have our books audited. Tom researched and found auditing by a third party is prohibitively expensive for our small organization. Tom is a second set of eyes on the books each month for both the FM and the YFC.

Bill attended a Chamber of Commerce meeting in which the speaker spoke about checking and credit card fraud. She recommends that as many bills as possible be paid electronically, as checks sent in the mail are vulnerable. Additionally, the YFC should never keep signed checks in the safe. If they are stolen, the YFC will be fully liable, unlike credit card fraud.

Tom contacted Equifax in regard to receiving a business credit rating. They were less than helpful. Dun & Bradstreet are very expensive and offer more services than the YC needs. The YC financials are automatically reported to the national website for federal non profit organizations. Potential donors/grants can review the YC financials there.

Voting update – Marilyn

The quorum of 44 votes has been met based on the number of eligible voting members (436) as of the AGM.

However, because members were notified at the AGM that they could pay their dues at the store and then vote during the open voting period, the Board needs to establish whether the quorum is established at the time of the AGM or based on the number of total eligible members after the two week open voting period. The Board was clear that the quorum is based on the eligible members as of the end of the business day before the AGM. Marilyn will draft new language for section 3(f) of the bylaws and send it to Bill for a formal Board vote via email.

Gift of Gobble - Barbara

- Andrea Levanti and Barbara are beginning cold calling re: families in need.
- The G of G will be clearly identified as being sponsored by the Yelm Cooperative and will use the new logo, even though it is for the YFC. It will be an opportunity to highlight the new logo.
- Barbara will create a receipt and thank you form for donors.
- Barbara will review the donor and recipient confidentiality policy and remind those involved.
- Barbara will ask Florence Vincent to do the ordering for the baskets. There will be 25 more of everything to be ordered this year.
- Turkeys will be ordered Oct. 1. Barnaby will contact the supplier.
- Bill will ask Kellie if assembly and pick up can be done at Gordon's Grange.
- Barbara will run the Yelm Cinema ad from Oct. 22- Nov. 22.
- 1-2 more banners are needed. Vistaprint is a good source.
- Bill will hand out Gobble promotional flyers at the October Chamber meeting.
- Nominations and donations will officially begin Oct. 13. Board members agree to nominate 3 families each. Tom will contact Thor Peterson at Yelm HS and Rainier HS.

Winter Working Member appreciation party - Barbara

- Rooms at the Prairie Hotel are reserved for Sunday, Dec. 14 from 3-10 pm. Set up will occur from 3-6 pm; the party will be from 6:00-9:00 pm; take down from 9-10:00 pm.
- We will plan for 50 attendees.
- Budget for event is \$2500.
- Dawn will cater.
- Barbara needs to have decoration and take down teams identified.

Donor database – Jeevan

Jeevan will get with Debbie and Omev to continue tailoring Compass to the YC organization. Karen is trained on Compass 360 from her work at Phoenix Rising School and she could possibly do the data entry.

Beer & Brats – Bill

The event netted \$1152.

Request of sponsorship funds for Yelm Adult Community Center - Marilyn

Marilyn brought a request from Cathy English for \$550 to assist the center in paying its mortgage. After discussion the request was denied, citing that our own organization has many needs to which our revenue should be applied.

General Funds request policy – Tom

Tabled until next month.

Motion to adjourn was made and seconded. Passed. Adjourned at 8:46 pm.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president