

YELM COOPERATIVE

Meeting Minutes
November 13, 2014
Rosemont Retirement Center

Next meeting is Thursday, December 11 @ 6:00 pm at Rosemont Retirement Center

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

Excused: Marilyn Reardon, secretary – Terry Kaminski acted as secretary

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

Meeting was called to order at 6:04 pm by Bill Wyman.

Open Session

There were no members or guests present.

Meeting Minutes

October meeting minutes were not presented; will be presented at the December Board meeting .

YFC general Manager Report – Barnaby

October YFC financials were reviewed.

- Monthly sales (total) = \$88,298
- Average basket size = \$23.31
- YTD total sales = \$867,606
- YTD retained earnings = no number reported
- # of in store working members = 21 (loss of 3; gain of 3)
- # of out of store working members = 16
- Capital expense= \$220 - upgrade to Windows 2010 and Adobe
- Extraordinary maintenance cost = \$258 – manager computer repair

There are significant discrepancies with some expenses and sales. Barnaby will talk with Judy to sort these out. One example is the marketing for the whole year was posted to the month of October.

The 2 door freezer cannot be used because the replacement door that was sent was the wrong one. The new produce chiller is near completion – concrete needs patched and a fence surrounding the compressor needs built. In addition, the case needs to be made plumb, it leaks and some of the parts are wrong. Leeroy from Food Service Equipment has called Used Commercial Equipment, who provided the chiller, to get us the needed parts. Barnaby wants to have it approved by the health inspector the week of November 17. Bill will caulk the chiller.

In regard to saving store items in the event of a power outage, it is prohibitively expensive to purchase a large enough backup generator. The store will remain covered by insurance for these events.

Now is the time to highlight donations to Gift of Gobble and sales of turkeys. Turkeys need to be ordered by early October on a "best guess" basis, which is nerve wracking for the store.

Farmer's Market Report – Karen

- Total October market sales (all categories) = \$12,814.25
- Total YTD sales (all categories) = \$105,124.38
- Total # of October vendor booths ranged from 19 - 12 (at last market)
- Total YTD attendance = 11,183
- Total YTD gross income = \$9229.29 excl. sponsorship & application/booth fees prior to June 1.

October was extremely quiet compared to the rest of the season due to Seahawk's games, cooler weather, and other family activities available in the area. However, farmers have an abundance of harvest crops available in October, so the FM wants to continue to attract customers during that month. Glenn Schorno says next year he will do either a corn maze or pumpkin patch in the front pasture, next to the market. He is also buying a kiddies train that he will let us use each Sunday at the market. Karen also has ideas for next year to create interest in the market in October: 10/04 National Kale Day; Scarecrow Contest (with schools and churches); Harvest Dinner fundraiser; free hot cider at the last market.

Season review

Karen feels the YC can be very proud of its contribution to the community from the FM.

- 33 participating vendors – 17 regulars; typical number of booths (incl. non profit booths) 23-25 per Sunday.
- 23 non profit booths. Karen received tremendous feedback from these participants.
- 57% increase in market sales over last year!!
- \$9.40 average spent by customers
- With the exception of Smith Brothers Dairy, business booths never took off. \$75 per booth was too high; a better fee is \$40.
- It was a great move to get the EBT/debit card machine: cash - \$2604.55; food stamps - \$956.30; debit - \$6134.18; total banked - \$9695.03.
- Vendors left with enthusiasm for next year and were already planning for growth.

Yelm Cooperative

Treasurer's Report – Tom

October SOFA was reviewed. Tom made the changes requested at the last Board meeting. The first column on the SOFA report shows the monthly activity; the second column shows the YTD totals.

- Total members renewed: 44
- New members: 23
- YC members renewed: 16
- Original members renewed: 5
- Total YC members: 821 (paid or outstanding)
- Total YFC members: 777 (paid or outstanding)
- Total member dues received: \$975
- Member dues outstanding: \$14,285
- General fund bank balance as of 10/31: \$5,263.30
- YTD fundraising revenue: \$2980.45
- YTD donation revenue: \$1,039.68
- Total YTD revenue: \$18,754.13
- Line of credit balance: \$4400
- YC loan to YFC: \$4500 – produce chiller
- Total YTD expenses: \$6217.12
- YTD net income surplus: \$12,004.33
- Due to YC from Farmers Market: \$4178.62

As of October, the YC exceeded its old membership number. There is still concern over the large amount of outstanding membership fees. An ideal solution would be an auto pay function built into Compass. It would be better to have 1 auto pay per year, versus quarterly payments, with an automatically generated tax deduction receipt.

Karen will prepare an FY2015 FM plan at the next Board meeting.

Gift of Gobble - Barbara

- Based on the feathers of Mr. Gobble, \$4745 has been donated - \$3255 remaining. Debra Johnson brought in a \$650 donation from a donor who wished to remain anonymous. Patti Reid of *Designs of Oregon* donated 100 beautiful bags to hold the feasts, worth \$1020. Last year, she also donated bags, after which Barbara sent the NVN a Gobble photo for their article which clearly showed the bags and asked them to mention *Designs of Oregon* in the article. Barbara then sent

the article to Patti Reid along with a thank you letter. Barbara stated it's this kind of follow up which makes donors want to continue to donate.

- 68 nominees so far.
- Through Tom, the Rotary's "Interact Club" teens will be asked to volunteer for moving food on Sunday, 11/23.
- 28 businesses contacted by Barbara, Carol Franks and Andrea. 2 refused: Starbuck's & Dollar Store.
- Two press releases were sent out and there have been articles in both the NVN and the Ft. Lewis *Ranger* on the Gobble. The target is to identify twenty five military families – follow up is occurring. A Yelm Cinema ad has been running and an ad in the Master's Connection was posted.
- All Board members need to nominate 3 families, as part of our support and commitment to the Gobble.
- When contacting individuals and businesses, it became apparent how important a great mission statement is. The YC's is outdated.

Appreciation party

- Due to the addition of event volunteers, a motion was made and seconded to increase the budget by \$1300. Passed.
- There are 79 invitees (includes paid people) 69 of whom will receive gifts (WM's and event volunteers).

YC Marketing - Jeevan

- Two hard copy newsletters came out and will be uploaded to the website. Daniel Wyman has all the raw text. Jeevan, for now, will do the uploading.
- A good LED sign is prohibitively expensive - \$9000 and upwards for a text only sign.
- A lighted sign for over the main entry needs created. All Board members need to look for a good sign maker to do a standard sign.
- Anne is working on an outside banner for the "Best of Nisqually" for the wine shop. Jeevan will contact Anne to offer design assistance. We need to really capitalize on this award. It brings increases in business to all who win. Next year, the YFC should get on the Chamber of Commerce's calendar for a "Business After Hours" event, highlighting the wine shop.
- Once the website is updated, it can attract donation dollars from people outside our area who simply like to give to co-op's. This will be researched by Jeevan after Compass is up and running.
- To update the website, Jeevan needs an updated mission statement. Bill, Barbara and Marilyn agreed this year to meet and draft a new mission statement. They have not yet met but will make it a priority in 2015.
- Tom will add Jeevan to administration for YC Facebook page.

Compass 360 donor database – Jeevan

- One test has been done. A full test needs done.
- Karen has asked to work with Compass and can start anytime. Motion was made and seconded to hire Karen at 15 hours/week until the end of the year to do Compass integration and membership transfer. Passed.
- Compass priorities are: 1) transfer existing member data; 2) new member names will be input; 3) design it so increasing member data can be accessed for future purposes.
- Compass can track Gobble donations made in the store.

Motion to adjourn was made and seconded. Passed. Adjourned at 7:24 pm.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president