

## YELM COOPERATIVE

Meeting Minutes  
December 11, 2014  
Rosemont Retirement Center

Next meeting is Thursday, January 8 @ 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 – Barbara Morando acted as secretary

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

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

### **Open Session**

There were no members or guests present.

### **Meeting Minutes**

October, 2014 meeting minutes were approved.

October 27, 2014 special meeting minutes to extend credit to \$50,000 was approved.

November, 2014 meeting minutes were approved.

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

November YFC financials were reviewed.

- Monthly sales (total) = \$88,298 – up 1.58% from Oct.
- Average basket size = \$25.56 – up 9.65% from Oct.
- YTD total sales = \$957,295
- YTD retained earnings = no number reported
- # of in store working members = 17 (loss of 2)
- # of out of store working members = 16
- Capital expense= \$460- replace thermostat in Bev Air chiller
- Extraordinary maintenance cost = \$9857 – produce chiller installation expenses

Store financial performance is a bit below what Barnaby would like, although overall sales for November were 1.15% over last year. Net retained earnings is virtually \$0 over that past 5 months and adjustments will be made. The new produce chiller should have cut produce loss substantially but loss has increased. This trend will be reversed.

The first draft of the 2015 store P&L is complete and will be emailed and then will be reworked as needed. The 2015 store budget is also complete and will be emailed for Board review for approval at the January meeting. The proposed capital expense request is complete but not yet formally drafted. The request focuses on improvements to the bulk area, expansion of ready-to-eat deli foods and a rotation of the cash register area.

The produce area is getting finishing touches. At no cost, the regional produce merchandiser from QFC will meet with available staff on Thursday to learn new ideas re: merchandizing produce.

The store gained 2 WM's for a short time and have lost one. Another WM started but is gone for the month of December. Another moved out of the area. Applications have come in but it has been difficult to get them to commit to an orientation.

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

Aside from laying the basic foundation for next year's market, the key focus for 2015 is to build relationships and networks of communication. Karen is studying other markets re: marketing, events and growth strategies. She is also looking at other non profit funding models. Karen is really looking forward in January to the Board training/brainstorming session on fundraising. Karen is excited to be attending the WSFMA conference in February.

Karen's current list of tasks are:

- Develop and initiate "Friends of the Market". Donations come primarily from individuals. This effort will be a venue to build relationships with individuals and will result in being a source both for funding and volunteers.
- Develop EBT incentives
- Develop a market calendar of themed activities and entertainment
- Source and support new vendors for desired products
- Develop a Community Kitchen "partnership"
- Develop a website
- Develop a newsletter template, contact list and 2015 schedule
- Investigate support programs eg: Farm to Schools, Food Banks, etc.
- Develop relationships with schools and churches
- Design market layout for 2015 and work out logistics with Glenn
- Prepare 2015 vendor documents
- Vendor workshops
- Prepare market equipment

Karen shared an excellent document she prepared for this year's sponsors which shows her 2015 Season Goals. She is seeking funding from all sources to raise \$10K so June- December can be covered. She will

start on grant applications in January re: USDA Farmers Market program. Bill and Tom will check timelines. Karen is also meeting with Sandra Romero to discuss partnering with Thurston County programs for access to funding.

She has prepared a detailed 2015 market budget, month by month plus a summary page and will put in dropbox, as well as emailing to the Board soon. It will be put on the January agenda for approval.

### **Yelm Cooperative**

#### Treasurer's Report – Tom

November SOFA was reviewed.

- Total members renewed: 38
- New members: 12
- YC members renewed: 20
- Original members renewed: 6
- Total YC members: 827 (paid or outstanding)
- Total YFC members: 779 (paid or outstanding)
- Total member dues received: \$822.50
- Member dues outstanding: \$14,602.86
- General fund bank balance as of 11/31: \$14,726.19 – minus \$9000 to YFC on 12/5
- YTD fundraising revenue: \$2980.45
- YTD donation revenue: \$8,044.18
- Total YTD revenue: \$22,285.87
- Line of credit balance: \$13,600
- YC loan to YFC: \$4500 – for produce chiller in addition to \$9000 loan on 12/5
- Total YTD expenses: \$6771.51
- YTD net income surplus: \$15,227.32
- Due to YC from Farmers Market: \$4178.62

Tom will work out with Barnaby the payback terms for the loans. No money has come from the bank.

Tom will figure out why Keystroke doesn't track Quickbooks. It may be that Debbie runs her report on a certain day and time and Judy may run her reports on a different day or time.

Tom presented and explained the first YC budget. He will email for our review and will vote on approval at the January meeting.

#### Gift of Gobble - Barbara

- 125 meals goal; 128 meals actual
- \$8,000 goal; \$8,044 raised
- Estimated \$60/meal = \$7,680. Actual food costs are not yet calculated. Barbara will follow-up with Debbie to get final numbers.

#### Appreciation Party - Barbara

- 59 RSVP'd yes; estimated 65 to attend; 48 attended
- So far, the event has come in under budget. Barbara will follow-up with Debbie to get final numbers.
- Next year the full Board needs to arrive ½ hour early to greet early arriving guests and ensure people are parking where they should. Everyone needs to know to park on either end of the building or the gravel parking lot.

#### YC Marketing - Jeevan

- Jeevan showed the addition of *Wine Cellar of Yelm* to the YFC sign.
- A temporary solution to getting an affordable sign for above the door is to cut out the sign in plywood. Bill will get the wood and talk to Tina about lettering. Bill might use one of Jeevan's houses to do the cutting.

#### Compass 360 donor database – Jeevan

- Compass is a work in progress. There is a lot of data from Keystroke to integrate. When done, and with Omey's help, donors will be able to make donations online.
- All YFC original members' dues are due in January of each year. Jeevan will diligently work toward having an online payment method in place through Compass before the end of the year.
- Automatic payment will enhance money collected from members.
- Jeevan asked how much information is OK to give out to prospective vendors. Barnaby said he is OK with giving our data as long as it isn't margin data.

Motion to adjourn was made and seconded. Passed. Adjourned at 7:38 pm.

Submitted by Marilyn Reardon, secretary, based on Barbara Morando's notes.

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Bill Wyman, president

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Barbara Morando, vice president