

## **YELM COOPERATIVE**

Meeting Minutes  
February 12, 2015  
Rosemont Retirement Center

Next meeting is Thursday, March 12 @ 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; Terry Kaminski, director

**Program managers present:** Barnaby Rintz, YFC general manager

**Excused:** Karen Rae, FM manager

**Guests present:** Diane D'Acuti; Sven Akerman; Dawn Akerman

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

### **Open Session**

Diane introduced herself and stated her interest in joining the Board. Sven also introduced himself and stated his interest in joining the Board. Diane will proceed with completing the Board application.

### **Meeting Minutes**

January, 2015 meeting minutes were approved.

### **YFC General Manager Report** – Barnaby

January YFC financials were reviewed.

- Monthly sales (total) = \$89,462 – down 7.26% from Dec.
- Average basket size = \$23.61 – down 6.26% from Dec.
- YTD total sales = \$89,462
- January retained earnings = \$5157 (retained earnings does not include capital expenditures or principle paid to loans)
- # of in store working members = 23 – gain of 4
- # of out of store working members = 16
- Capital expense= \$2500 for new chiller minus \$2028 reimbursement for damaged freezer
- Extraordinary maintenance cost = \$586 combined costs to repair broken chiller

Sales for this January were 3.4% higher than Jan. 2014. Barnaby and staff are working on improving product selection and removal, which will assist future sales. Produce loss has decreased substantially. Additional expenses incurred in January were renewal of cinema ad and attempting to repair the broken chiller.

Barnaby has one bid for the produce misting system from a company in OR. He is waiting for a second bid from a company in IL. The cost for installation and equipment will be approx. \$3,000. This cost is well worth the benefit in maintaining the store's produce.

Revenue in excess of expenses will likely be break even in the near term. Barnaby and staff are looking at how to solve this problem.

The city says that our primary sign cannot exceed 52 sq. ft. A secondary sign cannot exceed 26 sq. ft. and a tertiary sign cannot exceed 13 sq. ft. Because we share a building with Gordon's Garden Center, these requirements may be halved.

Training will be the next major project. Barnaby hopes to have training materials completed for paid staff by Feb. 24. After that, staff will have mandated training and volunteers will be requested to take the training. There will be a control group of staff who won't go through training to see if the training has impact on performance.

Newfangled is helpful in getting a coordinated schedule for promotions among all the YFC people involved in the promotions efforts. It will be good to have articles go out on featured products.

Currently, the YFC pays all of the bookkeeper's wages. The YC has a line item for professional fees and Tom will talk with Judy about breaking out her hours between the YC vs the YFC and the YC will pay YC hours.

**Farmer's Market Report** – Karen was ill but the Board had received her report.

Karen met with Sandra Romero, county commissioner and Sandra invited Karen to join the Agritourism committee, which she has.

Karen held a vendors' dinner and it was very successful. Vendors are extending crop varieties and volumes.

Karen has spent this month primarily on planning for the NSF site, exploring licensing requirements for alcohol and processing, attempting to locate a commercial kitchen for potential vendors, working on the FM website, sponsorship training and exploring other FM websites for ideas.

Vendor application packets will be ready to send out next week.

Update on the NSF site:

- There will be no political signs this year. The political signs put off a number of people.
- The lease fee will remain the same.
- Glenn is investigating bringing electricity to the pole, thus eliminating the need for a generator.
- Glenn is delighted about the potential for beer and wine tastings and is now checking on insurance implications.
- Glenn is excited about the potential for musicians.
- Glenn will drive the Schorno wagon in the Prairie Days Parade for the FM.
- The on site fence will be dropped, leaving room for vendors on both sides. The soil will need to be firmed up.
- Glenn is planting the pumpkin patch adjacent to the market which will be great for October market events.

WSFMA conference

There are 115 FM's that are members of this organization. The conference was invaluable in terms of information and contacts. Karen will spend next week analyzing information and following up on contacts.

## Finances

The Board reviewed a request for a loan of \$3500 to cover the next 2 months expenses. This had already been approved as part of Karen's budget. The loan will be repaid as funds are acquired by the Board and the manager's fundraising efforts.

### January P&L was reviewed.

- Total expenses: \$1687.50. Variance was \$230 under budget.
- YTD funding requirements: \$2,890.00

Karen asked that the Board decide whether the FM needs to pay back the \$5391.10 that was accrued over the past 3 seasons. Discussion ensued. Motion was made and seconded that the FM does not have to pay this amount back. Passed. However, from this point on, it will be necessary that the market become self sustaining via fees, sponsorships and grants. Tom will break out this forgiven loan cost for the YC SOFA.

## Sponsorship

- The Board met in January for a fundraising seminar led by Karen and a donation portal has been set up on the FM website. Bill challenged all Board members to donate. Sven mentioned having a card swipe at the Market each week so people can easily donate on site.
- Karen will take the sponsorship packet to all of last year's donors plus the Nisqually Tribe. Karen asks that the Board move forward soon in additional fundraising so Karen can focus on administrative tasks to get the market up and running for this season.
- The sponsorship packet will be emailed to the Board for feedback. Karen has removed the Market Partner category. It was difficult to have a Market Partner when the market is a program of the YC. There could be confusion about the marketing message.
- The Board noted that Karen should limit the time spent in raising money for the *Fresh Dollars* project. This is a worthy project but she should spend her time on other fundraising activities that will benefit a much larger segment of the FM customer base.

## Yelm Cooperative

### Treasurer's Report – Tom

January SOFA was reviewed.

- Total members renewed: 94
- New members: 10
- YC members renewed: 20
- Original members renewed: 74
- Total YC members: 851 (paid or outstanding)
- Total YFC members: 793 (paid or outstanding)
- Total member dues received: \$2800
- Member dues outstanding: \$17,327.50 (includes payments due in upcoming quarters for those on quarterly payments)

- General fund bank balance as of 1/31/2015: \$8215.81
- YTD fundraising revenue: \$0
- YTD donation revenue: \$3,829.83 (carryover from 2014)
- Line of credit balance: \$13,306.27 (Tom will break this out re: Total line of credit authorized; what has been borrowed; who borrowed it; total amount borrowed; available LOC balance;
- YC loan to YFC: \$0
- Total YTD expenses: \$28.26
- YTD net retained income: \$2405.91
- Due to YC from Farmers Market: \$5391.12

### **YFC Marketing**

#### **Goodie bags for new members.**

- They cost approx. \$10 for bag and contents. Only new members who paid in full received them. Last year this amounted to approx. \$3000 - \$10 x 300 new members.
- The store was bearing the full cost and Barnaby ended the program to assist with store cash flow. However, Barnaby feels not giving them out impacted the number of new members.
- YC will pay for the bags and contents for new members who paid in full. Barnaby will task Florence with getting free fill for the bags.
- The Board tabled whether recurring members who pay in full get a bag without goodies.

#### **Yelm Coop branding**

- Motion was made to brand the YC as a separate entity. Seconded. Not passed.
- Bill suggested that the letterhead for YC donations have the Yelm Cooperative text between the logos for the YFC and FM. Terry and Barbara will work on a letterhead logo and present at the next Board meeting.
- Barnaby said he agrees that the Gift of Gobble should continue to be associated with the store. It brings good will and promotional value.

### **Compass 360 – Jeevan**

- Donor management will come later due to time restrictions on Jeevan's part.
- Payment for Compass should be made - \$1500 for 2014. This is an annual fee.
- The goal is to get everyone on a revolving payment with a message like, "Renew your membership and support the Farmers Market and the Yelm Food Co-op".
- All data from Keystroke is ready to be synced to Compass: what people owe; historical membership data; birthdays; and automated reminders to renew.
- Jeevan suggested that the system send out a promotional email on member birthdays with a 15% off coupon of some type. Barnaby would need to agree and the promo would have to yield more dollars in than lost revenue from the discount.

- Purchase history can also be entered for targeted promotions but this requires someone to do the data entry. Jeevan does not have the time to do it.
- There is no log in for membership.
- There is the ability through Compass to have people pay online through Mercury or Mekamp. There is no setup fee with these services. Aaron Rodriguez is now working with Omey. If we choose PayPal, Jeevan would have to write code for it. Aaron is the contact for Mercury. Bill will need to authorize Aaron to set up Mercury.
- If done via paper, new member data will require Debbie to enter. If done online, member data will automatically be entered in Compass. A future possibility is to have a kiosk in the store for membership sign up.

#### Chamber After Hours - Terry and Bill

- If available, the May date will be reserved by Terry to coordinate with the opening of the Farmers Market. Terry will contact Karen re: her availability. Terry and another person will call all the Chamber businesses and personally invite.
- Casey Cochrane is the new Chamber president.

#### Nisqually Valley Home and Garden Show

- Barbara and Marilyn will meet with Karen to coordinate the 2 booths. Dates are April 25-26 at the high school. All Board members should sign up for a 3 hr. shift.

#### **New Business**

##### Purchasing Gordon's Garden

Initial discussion began re: the possibility of purchasing Gordon's from Kellie Peterson. Bill has already had a brief conversation with Kellie. He is willing to have a second, more in depth conversation with her.

It was noted that the street next to Gordon's was approved by the city for the Farmers Market. Terry has spoken with the Farmers Credit Union. It would be easier to finance if the community garden was located there, as well. It takes 3 years or more to bring this kind of project into being, so these initial explorations are only the beginning of the process.

##### Website

Heidi Smith will charge a one time fee of \$480 to update the graphics and text of the YC website. All were in agreement that this will be money well spent.

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

Submitted by Marilyn Reardon, secretary

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Bill Wyman, president

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Barbara Morando, vice president