

YELM COOPERATIVE

Meeting Minutes
April 9, 2015
Rosemont Retirement Center

Next meeting is Thursday, May 14 @ 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; Karen Rae, FM manager

Guests present: Diane D'Acuti

Meeting was called to order at 1:01 pm by Bill Wyman.

Open Session

No guests

Meeting Minutes

March, 2015 meeting minutes were approved.

New Board Member Appointment

A motion was made and seconded to appoint Diane D'Acuti to the Board. Passed. She will stand for a 3 year term in September along with Jeevan and Tom.

YFC General Manager Report – Barnaby

March YFC financials were reviewed.

- Monthly sales (total) = \$101,410 up 19.1% from Feb.
- Average basket size = \$24.12 – up 2.3%
- YTD total sales = \$276,022
- # of in store working members = 22
- # of out of store working members = 16
- Capital expense = none
- Extraordinary maintenance cost = \$1085 – front desk labor
- Retained earnings = \$3097
- YTD retained earnings = \$6531

Financials

Store inventory has increased by \$17,662. This is an increase of 37.4%. In comparison, store sales have increased by about 42%.

We have paid for over \$16,000 in leasehold improvements.

Projects

The store still needs a produce misting system and will purchase it from Corrigan even though we would need to install it (\$1070 + labor).

The freezer needs a part that our service person cannot get from his supplier. Barnaby will prioritize both of these duties.

The main door store sign design needs finalizing. Barnaby will contact an electrician and talk to him about lighting.

Marketing

Omei will update Mailchimp so that YFC advertising doesn't go to spam.

Farmer's Market Manager Report – Karen

Nisqually Springs Farm

The market will move to the back of the site by the trees this season. There will be no electricity so a generator will continue to be used. Glenn has offered to build a screen to lessen the noise – important for musicians. At Glenn's request the market purchase permanent signs for the road frontage. Two 72"x36" signs are being made. Glenn will erect.

Vendors

Applications are arriving daily and Karen now knows what specific categories need filled.

Licenses

The market now has a nursery license which covers all vendors who sell rooted plants and do not have their own license. Karen is actively pursuing a liquor license to enable the market to have beer and wine vendors and hold controlled tastings. A public notice will be posted at the farm tomorrow.

Power of Produce program

This is an exciting program created by an Oregon farmers market a few years ago. It is designed for children 5-12 years old to get involved in food decisions and to introduce them to a wide range of fruit and vegetables. When the children sign up, they receive a reusable shopping bag, a badge, a token pouch and \$2 worth of tokens, redeemable for fruit, vegetables or food growing plants. Each week the child signs in, they receive \$2 more tokens. After 10 visits they get a small prize. Karen envisions needing \$5000 to get the program up and running. She will be giving out bookmarks as advertising the Home & Garden Show and the Prairie Day parade.

Finances

YTD the market has borrowed \$4,518.88 from the YC. Budget is on track and will be sent to the Board tomorrow.

WIC/SFMP

The Women, Infants, Children program is excited to distribute farmers market checks in Yelm for the first time this year. They have 600 cases in Yelm; each will get a \$4 check to spend at the market. Karen is still trying to get in contact with the Yelm Senior Center re: distribution of Senior Farmers Market checks.

Sponsorships and donations

Blue Waters Acupuncture Center has donated \$400 for the "Head in the Hole" photo op feature. The Klein Foundation has donated \$500 for YFM operational expenses. Bill will make a personal call of thanks and a formal receipt will be sent to Kentucky, where the foundation resides. Tom will deposit the check in the YC general fund and then transfer to the FM account. LeAnn Todd at Dr. Franks' office is Karen's connection to Kathy May at Yelm Family Medicine. Karen hopes to present to their Board. Karen is making appointments with former sponsors and will be meeting with other health care professionals re: sponsoring the children's PoP program. Karen will bring the sponsorship packages to the next Board meeting.

Graphics

Andy Preston has volunteered to provide graphics service to the market.

FMPP grant (Farmers Market Promotion Program)

Karen, Bill, Tom and Marilyn are meeting to prepare this USDA grant. There is \$13M available. The due date for submission is May 14. The goal is to receive funds for:

- Growing demand for the market
- Large tent
- Mobile kitchen
- Marketing
- Extending Karen's hours
- Hiring a market assistant

Marilyn will contact Heidi Smith about her potential availability to develop a promotional plan for submission with the grant.

Bill has spoken with Denny Heck, our US Representative and Sandra Romero about letters of support. Denny Heck's assistant will work with us to craft the letter.

Yelm Cooperative

Treasurer's Report – Tom

March SOFA was reviewed.

- Net income surplus: \$930.05
- YTD net income surplus: \$2,937.74
- General fund bank balance: \$4593.66
- Line of credit authorized total: \$50,000
- Line of credit borrowed: \$12,468.76: \$9000 – produce chiller; \$3733.60 – balance payoff
- Due from FM to YC: \$4519.00
- YTD donation revenue: \$3,829.83 (carryover from 2014)

- March expenses: \$75
- Total YTD expenses: \$2937.49 (\$1500 for Compass software)

Membership

- Total members paid: 42
- New members: 16
- YC members renewed: 12
- Original members renewed: 14
- Fully paid: 17
- Total YC members: 873 (paid or outstanding)
- Total YFC members: 794 (paid or outstanding)
- Total member dues received in the month: \$960.00
- YTD total dues received: \$5252.50
- Member due in next 12 months: \$16,687.50 (includes payments due in upcoming quarters for those on quarterly payments, as well as outstanding due and unpaid)

Outstanding payments are a large problem that needs to be addressed. There are 278 members who owe \$40 but have not paid, totally \$11,120. There are an additional 159 who owe \$30 and have not paid. These are members who continue to shop and receive member benefits. Patronage rebates are only for members who are current in their payments. Barnaby said that the membership sign up must reside in the store at the cashier station or a kiosk because it is more automated that way. Barbara will prepare a table for the store.

Tom, Barbara and Diane are the subcommittee to develop a framework for retaining and increasing membership and ensuring member fees are paid.

Jeevan will work with Debbie re: how Compass can assist in this. They will report at the May Board meeting.

Compass 360 – Jeevan

This information is included above re: outstanding payments.

New Business

Logo - Barbara

The YC logo should be moved forward. The Board has approved that Tina can be paid to do any fine tuning needed. She will work with Jeevan.

Motion to adjourn was made and seconded. Passed. Adjourned at 2:32 pm.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president