

YELM COOPERATIVE

Meeting Minutes
July 9, 2015
Rosemont Retirement Center

Next meeting is Thursday, August 13 @ 6:00 pm at Rosemont Retirement Center

Directors present: Bill Wyman, president, Barbara Morando, vice president, Tom Dewell, treasurer; Jeevan Anandasakaran, director; Diane D'Acuti, director

Excused: Terry Kaminski, director

Program managers present: Barnaby Rintz, YFC general manager (arrived after work); Karen Rae, FM manager

Meeting was called to order at 6:02 p.m. by Bill Wyman.

Open Session

No guests

Meeting Minutes

May 2015 meeting minutes were approved.

June 2015 meeting minutes were approved.

President's Comments

Bill asked that we stay on task and not get mired in details which should be dealt with by subcommittees. The job of subcommittees will be to study an issue that needs Board approval, explore options and bring options to the Board in a concise way. This will reduce lengthy Board meetings and will be more efficient.

YFC General Manager Report – Barnaby

June YFC financials were reviewed.

- Monthly sales (total) = \$90,918 down 7.84%
- Average basket size = \$22.96; down .56%
- YTD total sales = \$560,228
- # of in store working members = 18 (increase of 1)
- # of out of store working members = 16
- Capital expense = \$803 – plumbing for misting system
- Extraordinary maintenance cost = \$470 – diagnostics on freezer
- Retained earnings = \$4310
- YTD retained earnings = \$4,349

Financials

The store will be open 2 more days from July - December than from January – June so sales totals should be higher in the last two quarters. However, Q3 & Q4 2014 net revenue was low so, despite profitability to date is greater than predicted in the FY2015 budget, expenditures will need to be made carefully.

Working Members

More are needed, as the staff and WM's are very busy every shift.

Projects

Misting system plumbing is complete. Barnaby will complete installing the remainder of the system after hours and after he gets some final installation questions answered by the manufacturer.

Anne and Barnaby have seen the new signs and they look great. After confirming colors, acquiring permits and installation will begin. Barn requested a \$2,000 loan from the YC. Lights will be placed over the front door, on the front of the building and on the east side of the building. Additional lighting bids are needed.

Barn has not ordered another freezer but the store will need one by the end of the month. There is a Fogel freezer available for less than \$4000 but is not U.S. made. Non domestically made appliances are often substantially poor quality. Master Bilt may be U.S. made and is \$4100 on Ebay. Barn requested a \$4000 loan from the YC for this equipment. Before approving, Bill asked Tom to research the committed outlays for the rest of the FY, including monies for grant writing and FM support.

Patronage Rebate

A subcommittee of Barn, Tom, Bill and Jeevan was formed to study options about how best to continue the program. They will report at the next Board meeting.

The Board complimented Barn on his very fine work running the store.

Farmer's Market Manager Report – Karen

Season Totals: Sales and Visitors

Farmer Gross Sales = \$20,420.34

Resellers = \$226

Processors = \$9,382.85

Artisan = \$6627.81

Prepared food = \$2,229

Increase over 2014 = 32%

Visitors = 3743

Increase over 2014 = 18%

Average sale = \$10.39

Increase over 2014 = 11.44%

Season Totals: FM

Gross revenue = \$7550.80 (\$1335.80 above budgeted)

External funding = \$5750

Total revenue = \$13,300.80

Total expenses = \$19,032.49

Net revenue/loss = (\$5,731.69)

Vendors

There are currently 33 vendors that participate over the season, some regular, some sporadic. There is high interest from artisans and next year will likely require a screening process.

New vendors are Adams Mushrooms and River Valley Cheese, a big draw for visitors. A new produce vendor will be joining and Glenn is considering planting some veggies in the front paddock alongside the pumpkins and having a "pick

your own" scenario. No breweries have yet responded to Karen's invitation as yet but will unfold at some point in the future, as the market is now being seen as very viable for vendors.

Power of Produce

At the end of June there are 449 club members with a total of 700 visits that translates to \$1400 of PoP tokens. Of those, \$396 has not been spent showing some children are saving up tokens to buy more! Everyone loves the program.

Sponsorships/Donations/Finances

All the sponsors from last year came on board this year. Karen will send the Board a list of the sponsors and donors to date so people are not double asked. It was stated that a thank you party should be held for donors and sponsors. This will be discussed further.

New sponsors and donors:

Bill Wyman - \$500.00

Yelm Rotary Club - \$500.00

Zambuto Optical Company – Up until 3 weeks ago Carl had donated \$755 for the PoP club. He has since pledged \$4,000 for the Farmers Market to be used at my discretion which he is paying in installments of \$211 each Sunday when he comes to market.

Yelm Farm & Pet - \$100

Yelm Gymnastics - \$100

The market is in a much better financial position than last month but \$6,000 is still needed to see the year through.

Lauren Rodriguez, our grant writer consultant suggests:

1. Creating a framed poster of a PoP club kid with their fruit/veggies/plant, have a holder beside it with the club bookmarks, all on the counter of the YFC and then ask each customer every day if they would like to round up their purchase to the nearest \$/donate a dollar to the PoP program.
2. Have board members manning donation jars each week at the market.
3. Creating a donation button on the newsletter plus doing a donation ask once a week on Facebook.
4. The board makes \$2,000 of asks (could be from selves, friends, family, business owners – comprised of one-time donations or on-going). The board could also set up meetings with any of the above that Karen could attend and share with them about the program and do the ask. Lauren talked about the value in people knowing how much we are after.

The Board tentatively approved Lauren's proposal that she and Karen discussed last week, contingent on the acceptance of Lauren's contract deliverables and fees.

The FM elist will be added to the YC/YFC elist to send out emails re: donations and the open FM manager position.

Music

The music is a great addition. J&I Power Equipment is sponsoring a generator that can run the power requirements for both the bands and the market.

2016 Manager Position

Karen will be finishing at the end of November 2015 to return to New Zealand to be with her parents. Glenn will be notified.

The main challenge in replacing her is that she does a lot of voluntary hours, which has been critical for developing and running the market.

However, there will now be a lot more resources on hand for the new manager that Karen has created and which the new manager can improve upon. Lauren Rodriguez pointed out that the market should continue to grow from the momentum

of the changes that were implemented this year: continue with the PoP program, musicians, moving to the grass, etc. Karen says the main thing is to keep in as many minds as possible working together throughout the season.

If next year's funding can be covered before the season begins via the Nisqually Tribe grant and via Lauren generating a report & ask letter for our 2015 sponsors & donors, a great burden will be taken off the new manager.

Tom will post the position on WSFMA, Craigslist, Facebook, FM website and a member email. Karen will add her FM elist to the YC elist.

Yelm Cooperative

Treasurer's Report – Tom

June SOFA

- Month net revenue/surplus: \$343.88
- YTD net revenue/surplus: \$4,748.63
- General fund bank balance as of 7/06: \$4963.17
- Line of credit authorized total: \$50,000
- Line of credit owed: \$14,742.77
- Line of credit available: \$35,257.23
- Due from FM to YC: \$4518.88
- YTD donation revenue: \$3,830.22 (carryover from 2014)
- June expenses: \$837.94
- Total YTD expenses: \$3815.01

Membership

- Total members paid: 53
- New members: 13
- YC members renewed: 30
- Original members renewed: 10
- Fully paid: 22
- Total YC members: 824 (paid or outstanding)
- Total YFC members: 814 (paid or outstanding)
- Member payments received in the month: \$1,117.50
- Total member payments due in next 12 months: \$17,346
- YTD member payments received: \$8,827.30

Renewals

Terry's mother Stella Wasylyk completed 163 renewal reminder calls of memberships expired between January – July 3, 2105: 9 moved; 22 phone # closed out/mailboxes full; 9 said maybe later; 34 said will renew. She left 65 messages and will follow up this week.

For memberships that expired in 2014, a "We miss you" email will be sent out and then Stella will do follow up calls.

Thereafter, Stella will call beginning Jan.1, 2016 through each quarter to remind members that their fee is coming due – we will not wait until the membership has expired.

Original members will get a letter saying what we have been able to do with member fees and invite them to rejoin. Then Stella will call them, using a different script.

Marilyn will present Stella with a bottle of wine and a thank you card in appreciation for her work on behalf of this project.

Old Business

Splango Kiosk

The Board has decided not to pursue Splango.

Compass

Compass is getting to the point where it can accurately forecast YC income.

Debbie's time on Compass needs to be in the budget and the P&L. Tom will connect with Debbie.

When Compass is ready to send membership fee reminders, Marilyn will work on a script for the reminder. Links will be included in the emails to the payment page so members can renew online.

Annual General Meeting

Saturday, September 5, 1:00 – 3:00 pm at the Yelm Senior Center.

Diane needs to send a photo and bio to Marilyn for the ballot and poster. Barbara will take Diane's photo.

Marilyn will do the store poster and balloting.

Barbara will assist with ballots and take membership money at the entrance. Barbara will connect with Debbie about getting the "expired" list for the meeting so memberships can be renewed at the meeting.

Tom will arrange the food with Florence.

Jeevan will send out the announcement email 3 times before the meeting. The bylaws require that the first notification must go out no later than 30 days before the AGM. If there is no email address for a member, other notification must be made. Instead of a letter sent via the mail, Stella can do calls. Tom will contact Stella and provide her a list and ensure her availability to do this.

Gift of Gobble - Barbara

Last year 125 meal baskets were distributed. Barbara feels this is the maximum the YC can handle: not enough names of families in need; not enough food storage space. This year, Gordon's garden shed will be used for distribution, as the Grange has been sold. A refrigerated truck will be rented this year to overcome the difficulties of storing the frozen foods.

Barbara again brought up the issue of the bird flu epidemic. Barnaby said his suppliers have assured him they have the turkeys to fulfill our order.

Barnaby will email Joanne Handlin at RSE about their annual purchase of turkeys.

New Business

Beer and Brat Fest

Jeevan will change the Square username and password from Jenn's to one for the YC. Marilyn will give Jeevan the current ones.

The volunteer thank you party will be held at Marilyn's. Diane will email the invitations. Any leftover brats will be given away to those who attend.

Membership Rules and Enforcement

Diane, Barn and Tom are the subcommittee to identify options for policies to govern household membership rules. No date was established for their report to the Board.

Motion to adjourn was made and seconded. Passed. Adjourned at 8:39 p.m.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president