

YELM COOPERATIVE

Meeting Minutes
October 15, 2015
Rosemont Retirement Center

Next meeting is Thursday, November 12 @ 6:00 pm at Rosemont Retirement Center

Directors present: Bill Wyman, president, Tom Dewell, treasurer; Jeevan Anandasakaran, director; Terry Kaminski, director; Diane D'Acuti, director; Carl Zambuto, director

Excused: Barbara Morando

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

Guests present: Heidi Smith

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

Open Session

Heidi has made application to join the Board. She thanked us for the opportunity to be an observer tonight and to be considered for an appointment to the Board.

Meeting Minutes

September 24, 2015 minutes were approved.

President's comments

Bill handed out the Board member terms as of September 24, 2015 and explained how and why staggered terms were created.

YFC General Manager Report – Barnaby

September YFC financials were reviewed.

- Monthly sales (total) = \$89,418 down 6.48%
- Average basket size = \$25.03; down 1.14%
- YTD total sales = \$843,791
- # of in store working members = 17
- # of out of store working members = 17
- Capital expense = none
- Extraordinary maintenance cost = \$213 for new surge protectors; \$961 for sign down payment
- Retained earnings = \$10,491
- YTD retained earnings = \$2641

Financials

September sales were down compared to August but this is a consistent trend, year to year. October should show an upswing in sales. The \$1500 La Gitana invoice was paid in early October but would normally have showed in September figures. Inventory is still high but overstock is selling down well and inventory dollars eventually will be converted to cash flow.

Projects

Completion of the signs was delayed due to equipment breakdown at Dreamtime Visual Communications. The sign should be ready on Wednesday or Thursday. Dreamtime has been slow to deliver. The installer hasn't contacted Barnaby yet.

Barnaby wants to delay the plans to upgrade the front end with new monitors until the store is reset.

Training and Development

Debbie plans to attend an advanced Excel workshop in early November. The cost is \$150. The YC would pay for this based on the Board's request for Barnaby to ensure continuing education for staff. Motion was made and seconded for the YC to fund this request. Passed.

Barnaby wants to take coursework related to grant writing. He will wait until it is easier to fit into his work schedule.

Farmer's Market Manager Report – Karen

September Monthly Totals: Sales and Visitors

Farmer Gross Sales = \$10,415.51

Resellers = \$0

Processors = \$5,469.50

Artisan = \$1,904.60

Prepared food = \$1,904.60

Increase over 2014 = 0%

Visitors = 1622

Increase/(decrease) over 2014 = (7%)

Average sale = \$11.55

Increase over 2014 = 8.09%

Season Totals

Gross revenue = \$26,784.95

External funding = \$11,641

Market revenue = \$15,143.13

Expenses = \$29,130.74

Net revenue/loss = (\$2,345.79)

Expected revenue loss = (\$4108.29) includes carryover from 2014

September was an unexpectedly hard month. It apparently has been a strange season for most markets in WA with the heat and with the changing face of local food supply.

To overcome the trend, Karen introduced a market basket draw and will take the market out on a strong note this year by holding a Harvest Fest with pumpkin painting, wagon rides, cider pressing, face painting, pumpkin bowling, local food sampling and live music. Karen asked the Board to help distribute flyers and to tell everyone we know. Karen created the event on FB and there has been a great response. She is putting posters and flyers around town and she is confident there will be a great crowd and a wonderful celebratory market to end the season.

Power of Produce

At the end of September there has been \$3494 worth of tokens distributed with \$627 not yet spent. Karen has decided to allow the children to spend their tokens at the Harvest Fest activities.

Marketing

The market has 2300 FB followers and 300 email subscribers with an open rate of 28%. Karen is currently promoting that there are only a few markets left and the fun Harvest Fest will end the season.

Sponsorships/Donations/Grants

The grant to the Nisqually Tribe was submitted and they have said we will be notified by December 5th.

Marilyn submitted a donation request to the JZ Knight Humanities Foundation.

Karen met with Olympia Federal Savings with regard to them becoming a 2016 PoP named sponsor. She now has all the paperwork needed. Oly Fed has an April-May fiscal year so there could not be a commitment until April of 2016.

Rotary has expressed their desire to continue to support the PoP program. Karen sent them the 2016 proposal today.

Karen will be visiting all current sponsors this week to give them their bags, posters and flyers for the Harvest Fest and will make appointments for 2016 discussions. Carl wants to visit all the sponsors personally after the market closes re: becoming continuing donors.

Final Market Day – October 25th

It will be a huge day and Karen has requested help from all on the Board who are able to attend. She needs volunteers to run the pumpkin painting booth and both packing up the market and being a welcoming committee for the party attendees. She will confirm with the Board at the beginning of next week per assigned tasks.

Jeevan said there is an online donation portal on Compass which can be used for member donations. The proceeds would be used to bring down the \$4000 deficit. A video camera should be procured so an online video can be used as part of the ask.

Yelm Cooperative

Treasurer's Report – Tom

The YC budget was reviewed.

September SOFA

- Month net revenue: \$1315.50
- YTD net revenue: \$14,444.99
- General fund bank balance as of 10/09: \$8530.03
- Line of credit authorized total: \$50,000
- Line of credit owed: \$13,985.92
- Line of credit available: \$33,257.22
- FM support to date: \$4518.88 (unchanged over last month)
- YTD donation revenue: \$3830.72 (with carryover from 2014)
- September expenses: \$988.11
- Total YTD expenses: \$7824.51

Membership

- Total members paid: 59
- New members: 13
- YC members renewed: 35
- Original members renewed: 11
- Fully paid: 28
- Total YC members: This number is being revised to reflect actual member numbers.
- Total YFC members: See above.
- Member payments received in the month: \$1,335.50
- Total estimated annualized member payments: \$16,782.93 (excluding new members)
- YTD member payments received: \$13,075

The estimated annualized payments are based on the average monthly member payments to date x the remaining months in 2015.

Old Business

Compass – Jeevan

As part of Carl's committee work, he would like to have YFC and YC member names pulled separately. Tom will ask Aaron to create a query for this.

Gift of Gobble – Barbara submitted via email.

- Menu finalized and given to Barnaby to cost out. Food will be ordered soon.
- Two 150 qt. coolers, shopping bags and supplies have been purchased.
- Held 1st fundraising meeting. Debra Johnson & Heidi Smith will join Andrea, Carol & me on the Fundraising Team.
- Rented the Center House from Kellie for Nov 22nd & 23rd. She is charging us \$100 rent and donating \$100.
- Bill pitched the Gobble at the October Chamber meeting. Terry passed out about 50 flyers and talked about Gobble at her Windermere Real Estate meeting.
- Mr. Gobble display is set up in the store along with the Nomination and Receipt of Charitable Donation forms.
- A staff information packet was given to Jutta so the staff and volunteers are knowledgeable about the ins and outs of Gobble. Included in the packet were the Yelm Cooperative Donor/Recipient Privacy Policy, how to handle the Receipt of Charitable Donation form and a Menu.

The Board discussed the issue of the carryover amounts for Gobble year to year. Given that the YC cannot handle more than 125 baskets per Gobble due to space restriction, and more money is raised each year, it would be valuable to be able to apply the surplus to other YC programs. Legally and ethically, we must use money that was given to Gobble only for Gobble. However, from this point forward if donation requests, receipts and marketing communications state that any surplus funds will go to support the Yelm Cooperative community programs, future surplus funds then could be used to support other programs. Jeevan will draft the language.

Mission and Vision - Marilyn

After meeting with Carl's committee, it was decided to wait until the marketing committee gathers information from members before continuing with the re-writing. What is important to our membership will help inform our work on the mission and vision.

Marketing Committee – Carl

The first committee meeting is scheduled for Tuesday, October 20, 2015 at 6:00 pm at the Oly Fed conference room. After the meeting, they will let us know if the room is big enough to have our Board meetings there. Marilyn has withdrawn from the committee due to workload. Tom will replace her. The committee consists of Carl, Tom, Diane, Jeevan and Heidi

Smith, who has volunteered to assist the Board with this. With the Board's permission, Carl wants to reach out to members personally to share the project the Board is embarking on, with the goal to build a stronger, more engaged Co-op membership. The first question Carl will ask is, "What does it mean to be a Co-op member?" Motion was made and seconded to allow Carl to proceed. Passed. Carl will set up a separate email account for this project, possibly YCreations@aol.com so members can directly connect with Carl.

Carl handed out a document that identifies all this information, including what main ideas his letter will include. The committee will synthesize this information and bring to the Board. Carl's goals are: 1) Apply the information to the writing of the mission and vision statements; 2) use the information to formulate how to communicate with our members and community at large; 3) use in the upcoming membership drive.

Carl desires that an exciting dialogue between the Board and members begins, that excitement is created for the Co-op and its future and current programs and that we enroll members in a way that gives them purpose beyond just shopping for food.

Before communications go out to membership, Carl will submit to the Board for review.

New Business

Training on Board reports

It is important for all Board members, particularly new members, to fully understand the financial reports. To this end, Jeevan and Tom will work together to create a Board training on financial reports. The training will occur outside Board meeting time.

There are some issues regarding reports that will be addressed by Barnaby and Tom. One of the issues is the timing of closing out monthly financials.

To allow more time for final financial numbers to be assembled, beginning in January, the Board will meet the third Thursday of the month. This will be temporary and when the timing issues are addressed, we will go back to the second Thursday of the month.

In addition, all reports will be submitted to Jeevan on the Friday before the Board meeting. He will send as a packet to us all at one time.

Event notebooks

Diane requested that event notebooks be assembled with all the pertinent information included. These are already mostly in place and she is welcome to look them over at any time. In addition, she said that having a list of Board duties and officer duties would be beneficial for new Board members.

Board policies

Marilyn will make proposed changes to outdated Board policies and send them out for review/acceptance via email.

Closed session

Heidi, Barnaby and Karen were excused for a closed session.

Motion to adjourn was made and seconded. Passed. Adjourned at 8:30 p.m.

Submitted by Marilyn Reardon, secretary

Bill Wyman, president

Barbara Morando, vice president