



Ideal Green Market Cooperative
 34988 County Road 39, Pequot Lakes, MN 56472
 Located in Ideal Corners (CR16 & CR 39 on CR 39
 www.idealgreenmarket.com / 218-838-6058

MISSION: To provide access to local, sustainable and healthy food and products.

Incorporating Board of Directors:

- | | |
|--|-----------------------------|
| _____ Jason Baca | _____ Kim Larson |
| _____ Vanessa Bye, Treasurer | _____ John Plein, President |
| _____ Geoff Davidge, Vice-President | _____ Eleanor Rice |
| _____ John Ehlert | _____ Dan Yavner |
| _____ Dan Kayser | |
| _____ Barb Mann, Co-op Coordinator/Secretary | |

GUESTS:

PROPOSED AGENDA - Monday, March 2, 2015, 6:30pm at the Co-op Store
Welcome / Approve Agenda

MINUTES OF Feb 16, 2015 MEETING

Motion _____ 2nd _____

Decision _____

Resignation of Vanessa Bye – Board member and treasurer

Motion _____ 2nd _____

Decision _____

NEW Treasurer (John Plein willing, President position? - Dan K willing)

Motion _____ 2nd _____

_____ Decision _____

FINANCE REPORT:

- Budget #3 Proposal (Geoff)

Motion _____ 2nd _____

Decision _____

- Fundraising Plan

Community Organization- Ideal Community Service Organization, Mar 12, 7pm- Ideal Town Hall:

John E, Geoff D and Barb present (mailings, promotions, signage) \$2,000

Crow Wing Energized Grant – due Mar. 16, local wellness initiatives \$2,500

Member Kick-Off Event – Friday, March 20, 6pm, Ideal Town Hall

(goal of 40 attendees, 15 new members)

Crow Wing Power Impact Grant – up to \$12,000 (application due Mar 27, if in pool to be considered for award would know end of May, do presentation to their Board in July, award announced in August 2015)

Silent Auction/ Meal/Entertainment – Mid-April Goal \$3,000

Minimum of 80 members by May 1, 8 new/week

TASK GROUP REPORTS:

- Promotion/Membership

Approve new member-owner applicants (Bob & Sharon McPherson, John Ehlert, Jerry & Diane Gibbons, JoAn Wannebo)

Mass Mailing week of March 9 – promote co-op, member recruitment (Mar. 20 mtg), schedule of activities. Cost estimate will be presented.

2. Product Development – UNFI update (Barb) – Open House at new distribution site, Prescott, WI Apr 21 9am-?

OLD BUSINESS:

- 1, Member Kick-Off Community Meeting, March 20, Friday, 6pm at Ideal Town Hall
Planning: drawing prizes, desserts/beverages, Meeting Agenda & Facilitator,
Promotion (email & web info out 2/6; press release out 2/ 9)
Community Ed Classes set – Thurs, Apr 16, 6-7pm, Pine River-Backus High School Library
Monday, Apr 20, 6-7pm, Pequot Lakes School Rm J110
Wednesday, Apr 21 (Earth Day), Crosslake Community Ctr, 6-7pm
3. Farmers' Market – Saturdays, 9am-1pm starting May 16- end of October (weather permitting)
4. Policy Development

NEW BUSINESS:

NEXT MEETING: Monday, Mar 16, 2015, 6:30pm
Task Groups to meet week of Mar 9

ADJOURN (by 8pm)



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Incorporating Board of Directors:

<input checked="" type="checkbox"/> Jason Baca	<input checked="" type="checkbox"/> Kim Larson
<input type="checkbox"/> Vanessa Bye, Treasurer	<input checked="" type="checkbox"/> John Plein, President
<input checked="" type="checkbox"/> Geoff Davidge, Vice-President	<input checked="" type="checkbox"/> Eleanor Rice
<input checked="" type="checkbox"/> John Ehler	<input checked="" type="checkbox"/> Dan Yavner
<input checked="" type="checkbox"/> Dan Kayser	
<input checked="" type="checkbox"/> Barb Mann, Co-op Coordinator/Secretary	

GUESTS:

MINUTES - Monday, March 2, 2015, 6:30pm at the Co-op Store
Welcome / Approve Agenda - convened at 6:33pm

Approve MINUTES OF Feb 16, 2015 MEETING as presented. Motion _ER_ 2nd _JE_ Decision PASS

Accept resignation of Vanessa Bye as Board member and treasurer, with regret
Motion _DY_ 2nd _KL_ Decision _PASS

NEW Treasurer

Eleanor nominated John Plein to serve as treasurer, resigning from presidency.

Motion _GD_ 2nd _KL_ Decision PASS

John P. nominated Dan Kayser to serve as President

Motion JP , 2nd DY, Decision PASS

FINANCE REPORT: Balance \$1,545 cking \$5 in savings (14 memberships, \$150 donations)

1. Budget #3 Proposal (Geoff presented on behalf of Finance Task Group)
met Feb 23 – Ron K had done pro forma with Geoff's numbers, and Geoff condensed into simplified budget. 6 month projection and evaluate w/actual numbers for budget into 2016, set up business partners - consignment vendors from area to help stock goods in exchange for ad signs in space, asking for donations for specific equipment/hardware – such as bins (POS system quote \$10,500, John P waiting on feedback from another source, keep evaluating), Need at least \$13,500 to open, NEED TO FOCUS ON PRODUCT specificity – not just anything (ck w/other co-ops and what sells regularly). Jason has list of Crow Wing food co-op sales, and Mary P has list of products from Azure buyers – stock products that result in most bang for buck (steer clear of short shelf life). LOCAL goods key for creating destination (bath and beauty, honey, maple syrup, preserves, wild rice, flour, meat). Rent options presented by Barb from Kidders (1 yr lease \$9,200/ 2 yr lease \$8000). Farm market (1st few markets free, \$10/time run mid may – Sept/Oct),

Other comments regarding product: get commitments from co-op members to purchase the local produce and put in "orders" so to speak (like CSA boxes) – coop could buy CSA share from Dan & Vanessa Bye, serve to coordinate with CSAs. Take orders for whole hogs, beef. On-line FarmStand.com. good idea to link in with vendors. Promotion local! Bulletin Board – promote local

growers/producers/businesses. Relationships. Be ready to take food stamps. Promote on web site what needs are "wish list" with prices for soliciting donations.

BUDGET: Need to add in something for POS system – based on \$2100 -20% down, \$223/month based on CoPOS quote \$3,215 for 6 months. We have \$6,000 in for manager, USDA program that provides interns – free for summer (reduce labor to \$2,500 – 14 hrs/wk \$12/hr) and add in \$3500 for POS.

Accept the budget proposed for May-October 2015 as of March 2, 2015, 7:25pm.

Motion DY, 2nd – JB, PASS.

2. Fundraising Plan (Barb presented)

Community Organization- Ideal Community Service Organization, Mar 12, 7pm- Ideal Town Hall:

John E, Geoff D and Barb present (mailings, promotions, signage) \$2,000

Crow Wing Energized Grant – due Mar. 16, local wellness initiatives \$2,500

Crow Wing Power Impact Grant – up to \$12,000 (application due Mar 27, if in pool to be considered for award would know end of May, do presentation to their Board in July, award announced in August 2015)

Barb is working on above and will email to Board members for input before submitting.

OTHER: \$90 bins w/scoops – gravity fed \$130-150 approx. (create wish list for donors)
Jason B donate \$2,500 toward inventory of non-perishables.

Member Kick-Off Event – Friday, March 20, 6pm, Ideal Town Hall

(goal of 40 attendees, 15 new members)

Silent Auction/ Meal/Entertainment – Mid-April Goal \$3,000

Possible cookbook creation and sale – after some discussion decided though it's a good idea, would take more volunteer time and effort than currently available. Did suggest setting up recipe and local resource sharing on the website and John P is working on this.

Minimum of 80 members by May 1, 8 new/week as of last week (4 rec'd last week)

Setting up Paypal on web site. - John P working on

Barb working to set up UNFI – payment cash and carry, deliver weekly. Takes 30 days to set up

Re-sale certificate and food license Barb working on getting

Will need insurance – commercial operating policy (Austin Mutual- Hack \$500/yr?) Pequot Lakes Auto Owners; Harlon Johnson in Pequot Lakes, Finance TF look into).

USDA Intern grant – Mar. 15 deadline, Info from John P.

Initiative Foundation – VISTA Worker, membership drive or store staffing (Barb talk with Kim L). May also be resources through HUG/HDT in Pine River.

TASK GROUP REPORTS:

1. Promotion/Membership

Approve new member-owner applicants (Bob & Sharon McPherson, John Ehlert, Jerry & Diane Gibbons, JoAn Wannebo, Kim Larson, Theresa Baca) **M to approve member-owner applications listed - JP, 2nd DY, PASS.**

Local Ideal Township mailing week of March 9 proposed by Promo Task Group – promote co-op, member recruitment (Mar. 20 mtg), schedule of activities. Waiting on cost estimates. May be prohibitive at this time.

2. Product Development – UNFI update (Barb) – Open House at new distribution site, Prescott, WI Apr

21 9am. Application for account in process. Takes 21 days to process once submitted. Commit to \$500 order every 2 weeks. No obligation to order immediately once set up. Might be months before we're ready.

OLD BUSINESS:

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Planning: drawing prizes, desserts/beverages, Meeting Agenda & Facilitator,
Promotion (email & web info out 2/6; press release out 2/ 9)
Free co-op membership - \$100 from Dan Yavner donated for drawing prize. THANK YOU!

Community Ed Classes set – Thurs, Apr 16, 6-7pm, Pine River-Backus High School Library
Monday, Apr 20, 6-7pm, Pequot Lakes School Rm J110
Wednesday, Apr 21 (Earth Day), Crosslake Community Ctr, 6-7pm

3. Farmers' Market – Saturdays, 9am-1pm starting May 16- end of October (weather permitting)- 1st 4 markets no charge to vendors, \$10/time after that through rest of season. OK
4. Policy Development TABLED

**Dan Y willing to be on Promo/Marketing cmte – meet Wed Mar 11, 2pm - maybe
Finance TF meet Wed, Mar 11, 6pm**

NEXT MEETING: Monday, Mar 16, 2015, 6:30pm
Task Groups to meet week of Mar 9

M to adjourn DY, 7:53pm

ADJOURNED

Respectfully submitted,
Barb Mann