



Ideal Green Market Cooperative
34988 County Road 39, Pequot Lakes, MN 56472
www.idealgreenmarket.com / 218-543-6565

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

BOARD MEETING AGENDA DATE February 5, 2018
 BOARD MEETING MINUTES DATE

Board of Directors:

Bonnie Coffey (2019) Steve Roe (2019) Dan Yavner (June 2018)

X Pam Cunningham (2020) Joan Ingebrigtsen (2020) Taren Saccoman (2020)

GUESTS: Barb Mann , Dan Yavner

1. **Vote/discussion on Dan as a board member to replace Megan until June 2018** Motion made by Steve and seconded by Pam to accept Dan as a board member, filling Megan's position till June 2018.
2. **Dan to go over board terms and provisions** Dan explained briefly about Article 5 Section 3 of the Bylaws and how board positions are deemed for IGMC. (Dan helped create the initial documents for the IGMC).

Goals established for 2018 – Vote/Discussion

- **Demystify the co-op and who can shop here – this will be done in conjunction with the Food co-op –** Coalition Thru Region 5 interviews done by Barb and others on the local radio stations have helped with getting noticed by the public and new members for the IGMC.
- **– Why I shop at a Co-op sent by Barb – responses?** Please consider writing why you shop at a co-op
- **Create a marketing plan – Barb Mann, Mary Plein, Taren Saccoman -** goal was approved updates will follow
- **Average Sales per month \$18,000/\$216,000 annually for 2018** some discussion about this lofty goal – we all have a target
- **Gross Profit 34%** with modifications in the current POS system we will have a better understanding of this %
- **Increase membership by 20% current membership is 256 20% is 51 new members**
- **Review/rewrite policies with regard to geographic regions we will accept vendors and other policies that limit what is chosen for sale at the IGMC –** don't want to exclude items that members want. Joan suggested prioritizing the policies and having them fashioned this way so that we can incorporate more products that members want
- **By laws changes for board terms per Steve's suggestion (so that everyone does not leave at the same time)**

Board members discussed these goals and agreed to begin implementation

3. **Approval of minutes from January 2018 meeting** Bonnie moved to approve the minutes as written, Pam seconded motion passed

1. **OLD BUSINESS:**

- **Recruit new board members – Denise Simpson, application received, Loyal Hoag recruited but not followed up yet John Plein –** Bonnie will follow up with Loyal, John has declined.
- **POS System – discussion – Bonnie** Barb suggested staying with VEND, Barb is working with VEND and working in VEND to clean up disparities so that our dashboard is accurate. Joan suggested to keep the list of vendors, perhaps visit the vendors at another time so that we get acquainted with other systems, know their strength and weaknesses. Bonnie will add pertinent info to the report sent to the board earlier with the POS updates with vendors.
- **Possible float for St Patrick's Day in Crosslake – Pam** discussion abounded, more of what we would do is to have some folks walk with candy to be given to kids. Barb will solicit volunteers in

Commented [AC1]:

Wednesday email.

- **Recruit someone to run the Farmer's Market-** Bonnie will contact Central Lakes College Business Ed Dept to look for a college student to do this for us and work some, in the store – related to the farmer's market
- **Restate the 2018 budget – board approval needed** – work in progress modifications will be made

2. NEW BUSINESS:

- **Consider a Garage Sale and selling vendor spaces, sell food at this garage sale** still giving this consideration for April/May
- **Party with a Purpose** – this was to be done in Little Falls at the Sprout Market. We all agreed it's too far from the co-op to be effective. Dawn Espe will be a good resource should we want to run our own Party with a Purpose in Ideal
- **Jobs that need to be done by volunteers** DAC has students helping with cleaning at the co-op, we agreed that jobs need job descriptions. Most jobs have this so that recruiting volunteers becomes easier when the job description is there
- **Inventory discussion/ importance of getting a correct inventory dollar amount** -part of the ongoing POS changes Barb has spearheaded
- **Modify/enact policy on limits on check writing by staff** – no measures taken at this time to modify
- **Zero waste as a goal for the co-op? how would we measure this?** Begin with education to our members, customers – did you know... start the ball rolling on this and incorporate it into our planning, marketing and ongoing operations
- **Fund Raiser suggestions by Barb for Summer/Fall 2018** no discussion – we have enough going on now
- **Set annual meeting date in June 2018 – June 25, 201**

3. **STORE MANAGER'S REPORT** : submitted by Barb, items discussed here at the meeting via agenda items another item added at the meeting was a donation to the Ms Pequot Lakes Pageant. Steve made a motion to donate \$25, second by Joan, motion passed. We will receive recognition for this small donation.

4. **TREASURER'S REPORT/FINANCE: review information on Sales and Gross Profit, Monthly Operating Costs, Comparison of sales from 2016 to 2017, Projections for available cash - Steve** with our current LOC, and bank accounts we have enough reserves to make our bills and not utilize our LOC (preferred). \$16k total available funds. Making adjustments in payroll, ordering less in the colder months has made a difference here.

5. **NEW MEMBER APPLICATIONS (board approval needed)** With approval we will be at 260

- Diane R and Chuck R
- Rolene O
- Mary P
- Tim and Kathleen K
- Kendal B
- Josh F
- Sheryl C

Motion made by Bonnie to accept, second by Dan, approved and passed

6. COMMITTEE REPORTS

- a. Human Resources –
- b. Volunteer Oversight and Recruitment, Pam
- c. Marketing – Taren, Barb
- d. Merchandising/Product Development, Joan
- e. Facility Team – Steve, (Dan Yavner) minimal expenses needed for furnace filters, paint on outdoor ramp, fan/compressor repair recently

7. FOLLOW UP TASKS

8. NEXT BOARD MEETING Monday March 5 3:00 PM
9. Meeting adjourned at 4:45 CST move made by Dan to adjourn

Respectfully Submitted by
Bonnie Coffey, Board President