



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 June 4, 2018
__x__ BOARD MEETING MINUTES DATE

Board of Directors:

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

__x__ Pam Cunningham (2020) __x__ Joan Ingebrigtsen (2020) ____ Taren Saccoman (2020) __x__ Denise Albrecht-Simpson (2018-2021)

GUESTS: Barb Mann

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 IGMCo.
 - **Create a marketing plan – Barb Mann, Mary Plein, Taren Saccoman -** goal was approved updates will follow
 - **Average Sales per quarter Jan-Mar \$48,000 actual: \$31,818 includes memberships of \$1350.00 shortfall from goal: \$16,181.61** April-June \$60,000 July-Sept \$60,000 Oct-Dec \$48,000
 - **Gross Profit 34%** with modifications in the current POS system we will have a better understanding of this % **gross profit Jan-March 34%**
 - **Increase membership by 20% start at 252 current membership is 277 25 members added we are at 50% of this goal**
 - **Review/rewrite policies with regard to geographic regions we will accept vendors and other policies that limit what is chosen for sale at the IGMCo –** 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
- Meeting called to order at 5:43 PM**

Approval of minutes from May 7, 2018 meeting motion, second, vote, passed

1. OLD BUSINESS:

- **Restate the 2019 budget – board approval needed (Bonnie, Steve)**
- **New Signage fund raiser – goal is \$1500 (Joan)** options are to get a less expensive 'banner' or smaller sign, Joan will look into this. Also look into price of blue and white highway signs pointing to businesses – Joan will do this also – looking at GROCERIES
- **2016 Member Loan Program Summary (Bonnie)** member loan provisions in review, and will discuss at annual meeting, member loan amounts need to be shown on Balance Sheet
- **Volunteer Timecards (Joan, Dan, Pam, Denise)** group met with suggestions to do this in the simplest format. Dan will reconnect with all
- **Recap Memorial Day Breakfast** next time 2 pancakes, 2 sausages plus other stuff, Dan recognized the limits of the electric and will look into this with facility management as we could not keep griddles running and kept blowing the circuit. Little profit but drew many more to the Farmer's Market and the co-op, vendors were happy with the foot traffic and increased business
- **Board recruitment status**

2. NEW BUSINESS:

- **Annual Meeting Agenda and Plans, volunteer recognition, agenda**
 - **Survey Questions at Annual Meeting**
3. **STORE MANAGER'S REPORT** : submitted by Barb -Snowbirds idea for funding in winter – ask Snowbirds for a donation during the months they are gone, Megan's review coming up, Sales down 37%, email issues still plaguing us but are being worked on (switch to different provider), SNAP/EBT – frustration because we sent too much information, Bonnie sent letters to Tina Smith and Amy Klobuchar regarding this issue, Farmer's Market off to a good start, cold weather one week then nice, State Health Inspector came and gave us a good report but always there are little things to correct, porch floor stained and hay bales were removed, flower boxes planted, front bev cooler may be having some issues and keeping an eye on this
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** almost \$1,000 profit in May as compared to significant losses YTD in 2017. Control on hours worked and paid for (help from volunteers) and also items ordered for the store (limit purchases)
5. **NEW MEMBER APPLICATIONS (board approval needed)** Current member count
Krista J, Jane P, Patricia T, Tom and Jan V all approved for membership
6. **COMMITTEE REPORTS**
- a. **Human Resources** – Barb and Bonnie to do Megan's review, raise discussed at board meeting, Megan to assume more duties, overall comments positive with regard to Megan
 - b. **Volunteer Oversight and Recruitment, Pam** – part of the discussion before the board meeting and group will review the organization and execution of a discount for volunteers (keep it simple) "five for five" discussed (5 hours/5% discount one day).
 - c. **Marketing – Taren, Barb** in development Barb and Taren meet on this
 - d. **Merchandising/Product Development, Joan** focus has been on one area at a time, T shirts are new product, Consignments will keep as long as there is room – consigns are done for co-op members, keeps the market interesting with new items to sell, dairy products are best sellers so far. Talked about Hackensack co-op and cheese – we agreed, that this is their market and we don't need to replicate that as we have so much more to sell plus they have been doing it for decades and have an established reputation – local meats and foods are our draw to others.
 - e. **Facility Team – Steve, (Dan Yavner)** locks have been changed so there is one key needed plus one key for front door, Bonnie wants to spiff up landscape and will consult with Kidders on this, Dan is mowing grass and keeping our neighbor happy. Need a plan for the landscaping and volunteers to help

Meeting adjourned – motion, second, pass
Submitted by Bonnie Coffey

NEXT BOARD MEETING: Monday July 2, 2018 5:30 PM