



**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  
 BOARD MEETING MINUTES                      DATE March 19, 2018

**Board of Directors:**

Bonnie Coffey (2019)  Steve Roe (2019)  Dan Yavner (June 2018)  
 Pam Cunningham (2020)  Joan Ingebrigtsen (2020)  Taren Saccoman (2020)

**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 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

1. **Approval of minutes from February 5, 2018 meeting – Motion – Steve Roe, Second- Dan Yavner, passed**

**1. OLD BUSINESS:**

- **Recruit new board members – Denise Simpson, Loyal Houg, 2 more board members needed** Dan and Steve are making contacts with desired entities, Bonnie will update BOD packet, Bonnie will follow up with Mike Clausen
- **St Patrick's Day Parade Volunteers to distribute candy?** -parade was Saturday with no representation from co-op, consider for next year
- **Farmer's Market Coordinator, Another part time cashier – jobs posted-** Barb is going to the job fair on Thursday March 22 , IGMC is a fun place to work, why work at a co-op, Barb will include a display board at the job fair. Consider a base wage and a 'bonus' for each hour worked to be awarded at the end of the summer. Will consider making this job separate or with, the part time cashier job we will be needing during our busy time coming up.
- **Restate the 2018 budget – board approval needed –** work in progress modifications will be made – will be done for the May meeting and final budget to be presented to owner/members in June at the annual meeting
- **Consider a Garage Sale for Spring? April/May Volunteer needed to coordinate this –** instead of a garage sale we will work with Dawn Espe at the Sprout market, get their best working ideas and have an indoor farmer's market April 21 in conjunction with Earth Day (April 22). Bonnie, Joan and Barb will work on this. Location will be at the Ideal Town Hall (secured for IGMC for this date!) have music and food trucks. Joan will contact Maucieri's , we will all work to contact our current farm market vendors

and other artisans in the area to be at this event. All proceeds to go to the IGMC for operating expenses.

- **Zero Waste for Co-op – education has begun, ongoing efforts, include in marketing and communications plan for co-op-** continuing to work on this and bring more focus to all who shop at the co-op.
- **Annual Meeting date set June 25, 2018 6:30 PM** mailing to go to all owner/members one month prior with a budget and agenda

## 2. NEW BUSINESS:

- **SNAP/EBT Application – discussion – Joan I-** due to inactivity our SNAP/EBT account was suspended but the board agreed to re-apply. Board members are to submit personal information as requested by Joan so that the application can be reinstated
- **New Board Member discussion Denise Albrecht Simpson** board members voted to accept Denise as a new board member. Bonnie will reach out to Denise with her acceptance
- **Other board recruits – Loyal Hoag – in progress, BJC updating the board packet-** new board member packet to be done and sent to Loyal. Bonnie will do this
- **Board Survey – new member survey needed?? Get this done before June meeting?** Member owner survey was done in 2016, Barb will send the survey and results to board members – we can decide if we need another survey or if the results of the 2016 survey will give us enough information from our member owners as far as the direction and goals of the IGMC The survey can be done via our website – maybe do in mid-May with 2 weeks to complete and have results for the annual meeting.

3. **STORE MANAGER'S REPORT** : submitted by Barb – item of discussion was the suggestion to buy a small convection oven so that we can bake scones and cookies to sell. Barb will investigate how to use our pizza oven for this or if it is possible. Also, next budget should include possible replacement of the old freezer. Some adjustment on the temp was needed and the other freezer was already replaced. Leaky faucet for the hand washing sink will also be replaced at a cost of **\$167 for the faucet PLUS labor, far less than the original \$350 quoted for a faucet** by our plumber.

Also discussed was the possibility of adding member owners who have businesses, the opportunity to advertise on our website. Bonnie will check with Mary Plein about this. Motion made by Bonnie to have a commercial fee of \$100 annually to any member owner who wants to advertise on our website, if it is possible, after conferring with Mary Plein. Seconded by Joan, passed.

Chest freezer has been moved making room for commercial space so it was suggested that liquid bulk items be sold in that space – oil, honey, syrup. Barb is looking into this.

Another suggestion by Barb was to offer a box of goods to be put together for members to pick up. That way, if a member owner is on their way up to the lake they can be assured that certain items will be put aside for them, providing they make the call. We discussed doing this like a CSA basket where the items may be unknown – zucchini rather than broccoli depending on what items we get from our growers. We also discussed doing something like what all stores do now and have members call ahead and put items aside for them – like Target, WalMart and large grocery stores.

We also discussed how much time Mary Plein is providing as a volunteer. As we ramp up our needs for communication, so does the work to do this. Board members will consider a stipend to be paid to Mary, possibly a percentage of the advertising on our website from our member/owners, to be paid to Mary for the increased work she has been doing on behalf of the IGMC.

**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**

Reports were given to board members. Sales are slow due to weather and the off season with snowbirds gone for the winter. Joan suggested rather than have an average sales per month as a goal, we restate the goal to reflect the sales we anticipate for each quarter or during the months of May-Sept. All agreed this would be clearer and Bonnie will make this adjustment in the goal. Barb has been savvy about money spent, orders made and all understand the constraints in which we operate during these lean times. We have a YTD loss of \$4493. We have enough cash to meet our obligations. With retail accounting there are minute adjustments to be made continuously. We feel confident that the numbers reported from our software is accurate.

- 5. NEW MEMBER APPLICATIONS (board approval needed)** With approval we will be at 268  
**Heather K, Lisa and Dave B, Renee C, Dennis S, Katie B, (approved via email Mar 6, 2018)**  
**Allie B, Dave and Marie F, Breanna S (approved at this meeting)** Motion by Joan, Second by Dan, 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)** the idea of signage for the co-op was again brought up and Dan and Steve will follow up with bids from vendors and ways to get signs up the state simply 'Grocery' 'Food Market' and possibly another sign that says "Ideal Green Market". Joan will follow up with Dave Gunther. All board members agreed more visibility is needed.

**7. FOLLOW UP TASKS-**

- 8. Meeting Adjourned with a motion by Joan at 5:29 PM**  
**NEXT BOARD MEETING Monday April 16, 5:30 PM**

**Respectfully Submitted by**  
**Bonnie Coffey, Board President**