



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 April 16, 2018
__X BOARD MEETING MINUTES April 16, 2018

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) XDenise Albrecht-Simpson (2018-2021)

GUESTS:

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.
- **Create a marketing plan – Barb Mann, Mary Plein, Taren Saccoman -** goal was approved updates will follow
- **Average Sales per quarter Jan-Mar\$48,000 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 %
- **Increase membership by 20%. Current membership is 271. 20% is 51 new members (as of 4/11/2018 we are at 60% 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 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

Reviewed Goals

1. **Approval of minutes from March 19, 2018 meeting - Approved - Moved and seconded by Denise and Steve.**

1. OLD BUSINESS:

- **Farmer's Market Coordinator, Another part time cashier – jobs posted**

Have had 1 candidate but no one hired. Need someone to coordinate Farmers Market -

Bonnie will be going to Earth Day event at the college and will look for possible candidates. Could use a volunteer to coordinate and be a liaison for vendors.

- **Restate the 2018 budget – board approval needed - Budget Reviewed - no action taken**
- **Indoor Farmer's and Crafter's Market - Scheduled and volunteers set. Will begin set up at 8 am, and event will start at 10 and end at 2. 21 vendors scheduled, as well as live music, and children's activities. Lunch of Sloppy joes, and salad will be sold. Goals of event: \$1200.00 and 5 new members**
- **SNAP/EBT Application - Still needs SS# and license information for some board members. As application is time sensitive and need to be completed as soon as possible Barb will, via Email, contact the board members from whom she still needs this information.**
- **Annual Meeting date set June 25, 2018 6:30 PM - Advertising is out. Will review board member terms, and vote on new board members at that time.**

2. NEW BUSINESS:

- **New Board Member introduction - Denise Albrecht Simpson - Introduced Denise to other board members and will approve her addition to the board at the Annual meeting.**
- **Other board recruits – Loyal Hoag - Will introduce and approve at Annual Meeting. Will also continue to recruit for new board members.**
- **Report from the Co-op Coalition Meeting April 11, 2018 - Seeing ads and their positive affects. Continued marketing strategies were discussed.**

- **New Board Survey and results from 2016 survey** - Bonnie has copy of 2016 survey and will get it out to board members. Discussed need for another survey of current owner/members, and what it should include. Barb suggested a question as how to sustain/ raise money during slow months. Also discussed possible go fund me campaigns for various needs of the Co-op beginning with a sign. Joan will organize this for a sign, will have it available at the indoor Farmers Market event.
 - **Board Planning Session – Long Range Plans for IGMC** – date/time/location do this prior to the June 25 Annual Meeting - Bonnie will set date/ time and get info out to other board members.
 - **Volunteer Recruitment - Dan** - Email inquiries made for possible volunteers for co-op. Very poor response received from these inquiries. Volunteer needs discussed. We have some very dedicated volunteers, but efforts to broaden our volunteer pool have been unsuccessful. Will continue to work on recruiting volunteers, will discuss with member/owners at annual meeting, and will consider a volunteer related question for member survey.
3. **STORE MANAGER'S REPORT** : submitted by Barb - Reviewed and will keep same hours.

 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 - Reviewed budget- Still short, but have fixed expenses and overall we are very frugal. Discussed need to set funds aside for winter months. Also addressed possibility of member loan. Bonnie and Steve will review current loans and report back to board. Verbal approval also given to Steve to look at possibly changing banks.

 5. **NEW MEMBER APPLICATIONS (board approval needed)** Current member count 287 - No new members to be approved.

 6. **COMMITTEE REPORTS**
 - a. Human Resources –
 - b. Volunteer Oversight and Recruitment, Pam - See above volunteer discussion.
 - c. Marketing – Taren, Barb - continue to meet
 - d. Merchandising/Product Development, Joan- report given- Continue to look at new products for Co-op.
 - e. Facility Team – Steve, (Dan Yavner) - Report given. Will need to purchase air filters in next few months at approx. cost of \$180.00 for 12.

 7. **FOLLOW UP TASKS**

 8. **NEXT BOARD MEETING Monday May 7, 5:30 PM**

Motion to end meeting made and seconded by Dan and Denise. Meeting ended at approximately 8 pm.
Respectfully submitted by Pam Cunningham, Board Member