



**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  
\_\_x\_\_ BOARD MEETING MINUTES

DATE  
DATE July 2 2018

**Board of Directors:**

\_\_x\_\_ Bonnie Coffey (2019) \_\_x\_\_ Steve Roe (2019) \_\_\_\_ Dan Yavner (June 2018) \_\_\_\_x\_\_ Sandy Meyer (June 2021)

\_\_\_\_ Pam Cunningham (2020) \_\_x\_\_ Joan Ingebrigtsen (2020) \_\_x\_\_ Taren Saccoman (2020) \_\_x\_\_ Denise Albrecht-Simpson (2018-2021)

**GUESTS:** Barb Mann-----X---

**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 IGM.
- **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 as of June 30<sup>th</sup> is 283 30 members added 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 IGM – 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 5:50 PM after a short tour of Taren's greenhouses**

**Approval of minutes from June 4, 2018 meeting motion Joan, second Denise, vote, passed**

**1. OLD BUSINESS:**

- **Approve new members:** There were 5 new members in June: Grebeno, Ciati, Flynn, Bodell, and Boblet. Approved -1 Steve 2 Denise
- **Approve Board members:** President: Bonnie, Vice President Joan, Treasurer :Steve, Secretary: Taren Approved- 1 Denise 2 Sandy
- **New Signage fund raiser – goal is \$1500 (Joan)** We have about 750.00 towards the goal and we had a donation of \$100.00 for the sign in June. Roadway signs are about \$375.00 per post (facing 2 directions) We will look into making a sign ourselves for a savings and allow more funds towards the road signage. The road signs are good for about 12 years and then the DOT replaces them. They will call us about every three years to make sure we still exist.
- **2016 Member Loan Program Summary (Bonnie)** We will need to address the interest to all of the members than gave loans and the interest will be due in January 2019. The total loan amount was \$11,900.00. We will inquire if the borrowing members would like to donate their interest back to the Coop.
- **Volunteer Timecards (Joan, Dan, Pam, Denise)** These will begin this next month. The volunteers will be able to receive 5% off for a day of shopping in the month following when they have completed 5 hours of volunteering. The volunteers will be responsible for their own timecards.

- This will eliminate the jar for the “volunteer of the month”.
- Board recruitment status : discussed a few possibilities.

## 2. NEW BUSINESS:

- BONNIE will write a ‘snow bird challenge’ letter
  - Bonnie will do a press release on the annual meeting
  - If we are interested, we can host a Chamber meeting on Thursday August 2<sup>nd</sup> at 7:30 am for about 25 people. It will last until about 9:00 am. Bonnie will respond with a yes.
3. **STORE MANAGER’S REPORT:** submitted by Barb – After some trouble with the email systems during the past month, we have added ‘constant contact’ which is a google system. Barb will continue to monitor the system to make sure it is the perfect one for us.
- The Coop has taken out an ad on the Pequot Lakes Legion placemats for 195.00 for one year. There will be an open house/ turkey dinner at Ferndale market in Cannon Falls on Tuesday August 7<sup>th</sup>. Barb is planning on going and needs to RSVP if anyone else is interested in going. We are still in need of volunteers and Barb is currently in charge of lining up the volunteers although we could really use someone to take over this position. We will have free music at the farmers market on July 21<sup>st</sup>.
4. **TREASURER’S REPORT/FINANCE-**Steve and Bonnie will work on getting the books done for May and June and then go to Bart at the bank to discuss our progress. The Coop will be in need of a freezer in the near future.
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

- Human Resources
- Volunteer Oversight and Recruitment, Pam –
- Marketing – Taren, Barb
- Merchandising/Product Development, Joan -discussed a couple new products; Jenusa Farms from Little Falls has great hotdogs. Jaken Scouts berry Farms will have cherries to be picked.
- Facility Team – Steve, (Dan Yavner)

Meeting adjourned – motion made by Taren, seconded by Denise, passed at 7:40  
Submitted by Taren Saccoman

**NEXT BOARD MEETING: Monday August 6, 2018 5:30 PM**