



**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.**

**WELCOME**

**Board of Directors:**

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Jason Baca (2017)                                | <input checked="" type="checkbox"/> Mike Winkels (2019)  | <input checked="" type="checkbox"/> Bonnie Coffey (2019) |
| <input checked="" type="checkbox"/> Geoff Davidge (2017)                             | <input checked="" type="checkbox"/> John Plein (2017)    |  |
| <input checked="" type="checkbox"/> Steve Roe (2019)                                 | <input checked="" type="checkbox"/> Abbie Schramm (2018) |  |
| <input checked="" type="checkbox"/> Barb Mann, Temporary Co-op Store General Manager |  |  |

**GUESTS:** Mary Plein

**MINUTES: September 13 – Regular Scheduled Board meeting**

6:35-6:40 **APPROVAL OF MINUTES-LAST MEETING:** August 30, Special Board meeting - Abbie took notes. Mike moves to approve, Steve second, motion passed.

6:40-7:15 **STORE MANAGER REPORT:** Barb Mann – attached below.

7:15 – 7:37 **TREASURER’S REPORT:** John Plein – Report’s handed out at meeting -

7:37 – 7:40 **NEW MEMBER: OWNER ACTION PER APPLICATIONS:** David and Gloria O., Sarah C., Richard and Judy S., Total members 207. Abbie moves to approve, John P. seconds, motion passes.

7:40 – 7:54 **BOARD TALK:** Each Board member will have 2-minutes to give their assessment on the current IGMC as viewed by the themselves/members/public. Do you want to continue with this?

John P: Community has approached us about promotion of the new community garden in our weekly newsletters. Board agrees to promote through emails. Today’s meeting with the Sustainable Group that was at co-op today suggested adding online sales to our co-op to help improve sales. John proposed pursuing a grant to help get this up and rolling.

Mike W: Very interested in getting the ball rolling to get a manager in place to start implementing some of the topics discussed at the meetings and keep moving us forward. (Barb gone in Oct – we can’t take a step back after she leaves.) This is also discussed below – but it was decided here that we would put the ad out there to start looking for a suitable replacement.

**COMMITTEE REPORTS**

- a. Executive. – Geoff, Bonnie, John – no meeting
- b. Finance. – John, Jason, Geoff, CPA – no meeting
- c. Human Resources – Bonnie, Mike – Update:– unemployment insurance claim was submitted by State of MN for Brenda M., board will contest the claim because of the reasons the board terminated her employment. Letter from state says that Brenda will get the unemployment that she claimed. Board will not pursue this further.

**AD-HOC COMMITTEES.**

- a. MERCHANDISING /PRODUCT DEVELOPMENT – Steve R., Jason – Meeting next week – Wednesday or Thursday morning. Joan I. and Sandy B. are also on this committee.
- b. PROMOTIONS/Recruitment/MEMBERSHIP – Abbie S. – Meeting next week.
- c. VOLUNTEERS – Barb – New trainings coming up – dates are in manager report.

**Old Business: 7:54-8:05**

1. IGMC HR Policies and Procedures Manual – Review/Approval, B/f hiring GM! ALL board members need to go through and submit suggestions BEFORE Oct. 3.
2. IGMC Store Procedures Manual – B/f hiring GM?
3. Update on finding new person for GM position – Barb will be leaving the end of October, the 22 – Nominating committee: Now that we are more aware of what skills that manager would need, and what is needed to keep a young Co-op running, we need to start looking for that manager now. – Nominating Committee are Bonnie/Mike/? Discussed above...

7:54-7:59

4. 2016 Budget-How are we doing?
5. Update on POS – discussed in Barb’s report. Continuing to get it running as we need, Mary P. and Barb working together on this.
6. Fall/Winter store hours – in place. – New hours are going fine, no major complaints.

**New Business: 8:05 - 8:10**

1. New Fall funding campaign – Webinar September 23, 1:00 pm – sign-up at [www.foodcoopinitiative.coop/](http://www.foodcoopinitiative.coop/) - Finance Committee.
2. Uniformity of pricing- We should discuss our competitive item stocking strategy and related pricing policy. PACIFIC brands are available at COSTCO. The coffee that we like is available in Crosslake from Crafts & Cones. A unique naming strategy might be considered. I need to know our policy for these types of items. Steve Roe – *Product committee will meet on this!*
3. Fall/Winter store hours, review – Barb – *Discussed above.*
4. Create & Implement Member/Owner Evaluation Form (10 questions or less, with open comment section) on-line via website & paper option. – Barb – *Submitting to board.*
5. Midwest Pantry, connections to local products – Bonnie. – *Midwest Pantry having a show in November, Bonnie will get exact date but thinks it would be a good idea to have a few members go to the show to look for product options.*

**Next Board Meeting:** Monday October 3, 6:30 pm at Ideal Town Hall. **Regular Scheduled Board meeting**

**Plans-**

**Tasks-**

**Follow up-**

**ADJOURNMENT 8:15**

**Store Manager's report**

**GENERAL MANAGER REPORT TO BOARD**

**September 13, 2016**

**STAFF:**

\*All’s well and rolling w/ sales staff.

\*search for GM – propose to post position(s) and list as “open until filled” , aim for Oct. 15 hire date if possible. Suggest set up mentoring relationship with a GM at another co-op (Crow Wing possibly – would possibly need to contract for services depending on expectations)

**PRODUCT/INVENTORY:** Task Group Meeting: Tues, Sept 20 1pm (hopefully)

\*Evaluating product, clearing out that which does not fit our mission (selling to groups, smaller grocery stores, etc. at our cost)

\*Focus on local produce filling in with broader sources as needed

\*Striving to minimize ordering -every other week is goal as much as possible to streamline volunteer time and processing of deliveries (still feeling all this out)

\*sampling more product, recipe sharing, to attempt moving product differently (may do smoothies on Saturday- Sept. 17, help move frozen fruits)

\*UNFI assistance on marketing/product / pricing etc.

**PROMOTION:** Task Group Meeting – Week of Sept 19 sometime - hopefully

\*advertising slow down given budget

\* focus on free promo as much as possible – press release coming soon: fall/winter hours, SNAP/EBT now accepted; etc.

\*fliers up in area (coming)

\* weekly emails to members and friends continue (almost 500 contacts)

\*Landis Gyr Health Fair – Thurs, Sept. 15

\*Back to Basics in Pine River – Feb. 11, 2017

\* Farmers' Market – runs through Oct. 1, slowing down though steady and vendors still pleased with sales. Definitely draws customers to store and increases sales activity in-store. Maybe do a \$5 lunch offering at last market IF weather looks promising – soup / chili ?

#### **MEMBERS/OWNERS:**

\*input sought trickles in

\*survey draft in process (attached) – propose presenting to member/owners Sept. 19-27, collate report to present at Oct. 1 potluck

\*potluck fun and little business – Sat. Oct. 1, 6pm at Ideal Town Hall

\*recruitment – on-going

#### **VOLUNTEERS:**

\*training set for Tuesday, Sept. 20 10-noon OR 4-6 options, Joan I. to lead

\*goal to engage more volunteers on regular basis – those currently engaged are AWESOME!

#### **EDUCATION:**

\*starting to set up classes for Oct-Nov

\*Landis Gyr Health Fair – Thurs, Sept. 15

\*Back to Basics in Pine River – Feb. 11, 2017

\*recipes in store to help promote use of product

#### **FUNDRAISING:**

\*Holiday Lunch/Silent Auction at Old Milwaukee Club – Saturday, Dec. 10, 11-2pm? Need organizers as I'll be gone Oct. 27-Dec. 11 (Spring 2015 raised \$1,530 on lunch / \$1,666 on silent auction, \$1,400 on memberships)

\*Kayak Raffle – kick off at Back to Basics, Feb 11, 2017 and run through July 8, 2017. Need organizers

\*late winter (March 2017) garage sale (no clothing) ?

#### **SALES ACTIVITY (Aug 30-Sept. 10):**

\*Week of Aug 29-Sept 2 - \$4,334.36 / Week of Sept. 7- 10 \$2,874.23 TOTAL \$7,208.59 (average of \$3,604.30 which includes one full week, and one reduced hours week)

\*Averages per day are definitely down. Given budget projections would need to generate \$889/day that we're open (\$3,556/week / \$127/hour based on being open 28 hours/week. Looking just at last week's sales – we were short \$682 of needed weekly minimum per budget projections – not too bad, especially if we can keep costs in check)

\*last 3 weeks activity: Total sales - \$9,701 (84 members - \$4,903 ave of \$53.37/member patronizing; \$23.57 per FULL membership) (non-member sales - \$4,798)

#### **FACILITY:**

\*straw bales around foundation? Cover septic?

\*when turn off AC?

Respectfully submitted,  
Barb Mann