



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
☒ BOARD MEETING MINUTES

DATE
DATE Aug 6 2018

Board of Directors:

☒ Bonnie Coffey (2019) replacement for Steve Roe (2019) ☒ Dan Yavner (June 2018) Sandy Meyer (June 2021)

☒ Pam Cunningham (2020) ☒ Joan Ingebrigtsen (2020) ☒ Taren Saccoman (2020) ☒ 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 – Taren will mail out another 500 postcards to 'seasonal' residents.
 - 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%. Our current gross profit as of August is 38%.
 - Increase membership by 20% start at 252 current membership as of July 31st is 288 35 members added we are at 64% 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 5:35
Approval of minutes from July 2, 2018 meeting motion Pam, second Denise, vote, passed

1. OLD BUSINESS:

- Approve new members: There were 3 new members in July:. Approved -1 Pam 2 Denise
- Approve Board members: Steve Roe has resigned due to health issues. Dan has been suggested as a replacement and will try it for a month and will see if it will fit in his schedule. Motion made to accept Dan as treasurer for IGM. Motion Bonnie, Second Joan, vote, passed
- New Signage fund raiser – We are planning on making our own sign. Taren found sign board at Builders 1st Source for 77.00 for a 3/4" 4x8 sheet and Barb will get prices from the sticker company. We are planning on an oval shape sign with the coop logo on it and the word 'groceries' across the top of the store front. We have been approved for the highway signage program. There will be one sign at the intersection of cr39 and cr11 and one at cr 39 and cr 16. The cost will be 1500.00 total.
- 2016 Member Loan Program Summary (Bonnie) There were a total of 9 members that gave loans. 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. Bonnie and Dan will meet with Chris Clasen to discuss the bookkeeping system and the loan program/interest information.
- 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:

- Membership will terminate if member has not patronized the Coop for a period of a year.
 - Denise will write a letter for the snowbird donation request from the perspective of a board members position.
 - November we will hold our annual fundraiser and silent auction. Pam and Denise will coordinate and MJ Schnieder will take care of the silent auction organizing. The tentative date is Nov 10th from 11-2:30. Last year there were about 80 people attending.
 - We had a request from the Crosslake School to help by donating some cleaning labor.
3. **STORE MANAGER'S REPORT:** submitted by Barb – The Coop Coalitions open house is scheduled for Aug 21st. We are getting a layout map of the store that maximizes the store selling square footage. **This is being done by Dixie Groethe and she has prior experience in designing layouts.**
4. The cooler has a leak.
5. We discussed having a pancake breakfast during Crosslake days but decided on a hotdog/Brat sale labor Day Saturday. Price will be \$5.00 for dog, chips and beverage if possible.
6. **TREASURER'S REPORT/FINANCE-** FYI-We have approx. \$29,000.00 in paid inventory and 1800 SF of floor space. Sales average \$2.35 per square foot
7. **NEW MEMBER APPLICATIONS (board approval needed)** Current member count 288
3 new members are all approved for membership Colleen C, Rebecca & Patrick B, Michael Q

8. 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)

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

NEXT BOARD MEETING: Tuesday September 4, 2018 5:30 PM

