

Community Market Board Meeting

Minutes	Monday, June 9, 2008	6:00-7:50 pm	ISU Extension Office, Carroll
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Facilitator	Denise Webber	Note taker	Wanda McInerney
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Type of meeting	Monthly board meeting	Timekeeper	Denise Webber
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Attendees	Denise Webber, Joe Schultes, Martha Sibbel, Lue Baker, Phil Squibb, Wanda McInerney, Dan Ford, Myron Johnson		
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Agenda topics:

1. Agenda Approval
2. Approval of last meeting minutes
3. Treasurer's Report
4. Follow up action items from last meeting
5. Old Business
 - a. Events
 - i. RAGBRAI
 - ii. Farmers' Market
6. New Business
 - a. Member-owner Strategic Planning
7. Adjourn

5 Min	Agenda / Last Meeting Minutes	Denise Webber
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Discussion	No change.
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Conclusions	Motion to approve agenda made by Martha; seconded by Lue. All in favor. Motion to approve last meeting minutes made by Lue; seconded by Joe. All in favor.
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Action items	Person responsible	Deadline

5 Min	treasurer's report	lue baker
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Discussion	Total income: \$48,456.25 Total paid expenses: \$31,292.31 Net: \$17,163.94
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	<p>Forecasted expenses: \$1,5000 (incorporation) Total in kind: \$2,579.75 Local Foods Banquet Total Income: \$3,485.00 Total Expenses: \$3,047.58 Total Net: \$437.42 May Advertising Total Net: \$543.00 CCMA costs: \$3,009.02 CCMC financial assistance: \$3,040.00</p> <p>+8 new member-owners since last meeting (May 20) 198 total member-owners to-date.</p>	
Board Update		
Conclusions	Motion to approve treasurer’s report made by Martha; seconded by Joe. All in favor.	
Action items	Person responsible	Deadline
19 MiN	Follow up action items from last meeting	ALL BOARD MEMBERS
Discussion	<p>Lue - Get medical professionals in Manning on board, including approaching Family Health Clinic, Dr. Vonnahme, promote CMC in Manning.</p> <p>Martha – Timely send out new member packets, recruit 20 new members, sit at a table PFI Field Days on 8/22 in Jefferson, 6/16 in Dana and 7/19 in Farnhamville. Sit at a table at the Carroll County, Calhoun County and Greene County Fairs, if materials and costs are provided. Give presentation to ladies’ group in August on topic of buying fresh and local with pitch for GMC membership (Carroll area). Would like to have volunteers to sit with her.</p> <p>Denise - Follow up with prospects, more out-reach meetings like at Coffee World, Farmers’ Market, find somebody to make phone calls to new members regarding any questions they might have concerning packet they received.</p> <p>Wanda – order lawn signs from Stone and prepare to deliver.</p> <p>Joe – distribute brochures, talk to more people, to increase membership</p>	

	Phil – continue to follow up with Men’s Club, hit smaller towns, go back and check where brochures were distributed and saturate more.		
Conclusions			
Action items	Person responsible	Deadline	
26 min	old business	BOARD MEMBERS	
Discussion	RAGBRAI: Martha and Joe began discussion, RAGBRAI participation, pro’s being name recognition, opportunity to hand out brochures. Phil, con’s – liability insurance of half million, we’re not big enough, pamphlets will be trashed, lot of work, will not get bang for buck. Lue echoed Phil, having experienced RAGBRAI pass through Manning, absolute chaos, literature destroyed. Denise discussed working with White Rock and/or Soil and Water.		
Conclusions	Board agreed to pass on RAGBRAI this year.		
Action items	Person responsible	Deadline	
	Farmer’s market		
Discussion	Denise handed out paperwork, 2008 Farmers’ Market Parking Lot, Booth Volunteers and Pricing for Lamb, Eggs, Dog Treats Shopping Bags, Chicken, Baked Goods and Handmade Soaps. Also document showing dates, volunteers, inventory, supplies, literature, markets events to participate in. Phil asked about profit margin. Denise said 10% markup on non-meat items and 15% on meat.		

Conclusions		
Action items	Person responsible	Deadline
40 min	NEW BUSINESS	Denise Webber AND MYRON JOHNSON
Discussion	<p>Member-owner strategic planning.</p> <p>Presentation made by Myron Johnson with “Telephone Tips” handout, discussed people want to know just enough to make decision, how to explain our market and what to say, do not call before 9:30 a.m. or after 8 p.m., put a smile on your face when dialing, introduce yourself, I’m part of the membership committee for the new Community Market Coop here in Carroll, talking points, new business coming to Carroll, are you familiar with Wheatsfield in Ames, Wild Oats or Whole Foods in Omaha, we will carry organic and non-toxic food, much of it locally grown, open 7 days a week, wide variety of fresh, dry, packaged, preserved and frozen foods of all kinds, full-service market, 100% locally owned and controlled, no outside management, no profits sent to outside owners, all profits returned to coop shareholders, we are over 200 members, need to get to 350 members so we can start to talk to lenders and get a building bought or leased. Offer to stop by and pick up check, make sure you have the correct address, offer to mail application. If you send application and have not received it back in a week, phone them back and ask if they received it and if they would like to have you stop and pick it up.</p> <p>Make notation on your list of the date, whether prospect answered, results and if you are to check back, the date for the call-back. And have fun doing this, the worst anybody can say is no. Don’t leave message on answering machines, but call back later.</p> <p>Denise discussed vocabulary to understand and use when talking to prospects, cooperative, open membership, don’t have to be a member to shop, \$100 is an investment, purchase a share, don’t say one-time cost. When store is profitable, member can get a percentage back, patronage refund, that we need to make this a reality, a coop store helping out local people, producers. That we need more people in the membership committee. If asked a question by a prospect, don’t be afraid to say I don’t know the answer and I’ll get the answer and call you back. Encourage prospects</p>	

	to visit our website to get more information. The more you talk to people, the easier it becomes.	
	Motion to adjourn made by Martha; Seconded by Lue. All in favor. Adjourned at 7:50 pm	
Action items	Person responsible	Deadline

Observers	
Resource persons	
Special notes	Next board meeting: Thursday, June 26th, 6 p.m. @ M&M Divide, Carroll