

Community Market Board Meeting

Minutes	Tues March 18, 2008	6:00-8:00 pm	M&M Divide office, Carroll
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Facilitator	Denise Webber	Note taker	Melissa Hackfort
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Type of meeting	Monthly board meeting	Timekeeper	Denise Webber
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Attendees	Denise, Martha, Joe, Lue, Melissa, Steve, Dan Ford, Carol, Rick, Phil Squib, Wanda McInerney		
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Agenda topics:

1. Agenda Approval
2. Approval of last meeting minutes
3. Treasurer's Report
4. President's Report
5. Project Manager's Report
6. Old Business
 - a. Annual Meeting
 - i. Food Coordinator
 - b. Trip Giveaway
 - i. Criteria to enter drawing
 - ii. How much for trip voucher
 - iii. Rick's proposal on how to pay for it
 - iv. How to promote it
 - v. When to do drawing
 - c. Webinars
 - i. Currently scheduled for March 29 to review Pete Davis' webinar
7. New Business
 - a. More Saturday events
 - i. How often and where?
 - b. Farmers' Market
 - i. Actually sell product
 - ii. Wed afternoon or Sat morning
 - c. Speaking opportunities
 - i. City council, board of supervisors, other groups
 - ii. Rick's first Friday of month on radio
 - iii. Lecture/workshop series
 - d. Immediate goal/focus

5 Min	Last Meeting Minutes	Denise Webber	
Discussion	No change.		
Conclusions	Motion to approve agenda made by Martha; seconded by Joe. Motion to approve last meeting minutes made by Martha; seconded by Steve.		
Action items	Person responsible	Deadline	
15 Min	treasurer's report	lue baker	
Discussion	<p>MTD income: \$830 (\$700 membership; \$130 misc.) MTD expenses \$590.55 (\$155.55 exp; \$435.00 advertising) MTD Net: \$239.45</p> <p>YTD income: \$43,956.25 YTD expenses: \$25,244.24 (\$17,616.70 expenses; \$7,627.54 advertising) YTD Net: \$18,712.01</p>		
Board Update			
Overview of 2006 Annual Cash Statements: so far most expenses have been covered by sales, donations, grants (not from membership). Conclusion – if we decided to stop now, we could pay most everyone back.			
Conclusions	Motion to approve treasurer's report made by Martha; Seconded by Steve.		
Action items	Person responsible	Deadline	
30 Min	Presidents report	Denise webber	
Discussion	<p>President's Report is attached. Also handed out Lost River and Oneota Articles – please read (will file with minutes). Would like to see 200 members by April 15th – Annual Meeting. Extending invitations to (in addition to owners): Oneota, local Senators and Congressmen.</p>		
Conclusions			

Action items	Person responsible	Deadline
Invite Oneota, Senators, Congressmen	Denise	ASAP
30 min	project manager's report	Dan Ford
Discussion	<p>Dan's notes/outline will be filed with minutes. He has put in 28 ½ hours to date. The following is a list of some of the things Dan's been working on: Building Pro-Forma, Contacting accounting firms, met with Baddings, working with Alliant Energy, PJ Hoffman on floor design and mechanical needs, Bill Gessner – costs for him to work on P&L is \$3500 + \$120/hour for his services, Scott Steffen of United Bank of IA (bank owners recently liquidated a grocery store – so they may be cautious), Farner Bocken – they are more focused on convenience stores but are interested in relationship, Northfield MN coop, City of Carroll conversations, Jeff Hoffman in Manning (refurbishes refrigeration units), reviewed sources \$ uses budget and business plans, web research, Food Coop 500 webinar, spoke with Jim Shadco of NCCDF – will want to work with him when we are further down the road, Suggested presenting 2 Pro-Forma's (1 – bare bones on what we could survive on, 1- what we would like to do). Northfield, MN coop – hopes to have a profit in 4 ½ years (cash poor).</p>	
Conclusions	<p>Need Pro-Forma – up to 5 years, month by month Road trip will be necessary to have face to face discussions on true expectations, etc with other coops – Twin Cities with other stops at coops along the way.</p>	
<p>Suggestions for annual meeting: Uses sources & uses budget; use exec summary of bus plan, talk about Wal Mart building as a possibility, but unless we can have you bring in 3 members each + member loan program it wont happen. Can we count on you? If you want to see other information, we will send it to you (don't want to overwhelm that night). P&L 2006 Vote for Development Direction for 2008 – Do we continue to pursue this project? Board has taken this as far as it will go – now we need you! Motion to approve Project Mananger's Report made by Martha. Seconded by Melissa.</p>		
Action items	Person responsible	Deadline
30 min	Old business	denise Webber
Discussion	<p>1. Annual Meeting: 7PM Announce board & Meeting/discussion 8PM End & Dessert</p>	

Food Coordinator: Melissa volunteered.
 Ham – Denise is taking care of. No coffee, just water.
 2. Trip Giveaway – idea is to promote and increase memberships quickly – create buzz.
 Motion to be eligible for trip drawing: must add 3 new members (new member may be on a payment plan). Board members are not eligible. Motion made by Steve; Seconded by Lue. Approved by all. Trip voucher for \$1000 thru Town & Country travel – this motion made by Martha; Seconded by Melissa. Approved by all.
 Will have RC&D pay for when payment is needed and then we will reimburse RC&D. This motion made by Martha; Seconded by Lue. Approved by all.
 Discussion on when and where to have the drawing – motion to table this discussion for timeline committee made by Martha; Seconded by Steve. Approved by all.
 3. Webinars – currently scheduled for March 29th to view Pete Davis’ webinar: 10AM in Coon Rapids 110 5th Ave Community Insurance Building.

Conclusions

Action items	Person responsible	Deadline
Coordinate food for banquet	Melissa	Asap
Webinar	ALL	March 29
Promote trip giveaway	ALL (Denise design material)	10am Asap

15 min	New Business	Denise Webber
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Discussion

New Business:

1. More Saturday events – Decided to table this discussion for the timeline committee: Motion to do this made by Martha; Seconded by Lue. Approved by all.
2. Farmer’s Market – Working with Rick on the cost of space there as we may be selling products there. Options include eggs, meat, pancake mix, etc. Will need strong group of volunteers to handle working this and taking money.
3. Speaking Opportunities:

	<ul style="list-style-type: none"> i. Need to get as connected as possible and start speaking at the City Council, board of Supervisors meetings, Carroll Economic Development groups, etc. ii. Rick is on KCIM once per month promoting and providing updates on Comm Market and the RC&D office. Thank you! (Monday at 7am and 11:50am – recorded 1st Friday of month) iii. Lecture/workshop series: Work with ISU Extension office to start offering a series of lectures, could bring in featured speakers, have monthly lectures set up. Promote local foods and benefit reinforcement. Motion to pursue lecture series made by Martha; Seconded by Joe.
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Immediate Goals/Focus:

- 1. Grow Membership
- 2. Launch member-owner loan program. Need to raise \$300K over 3-4-month promotion.
- 3. Flood population to create the buzz.

New Membership Cards:

- Phil suggested adding info to the cards to eliminate unused space – add contact info and mission statement/goal. Motion to do this made by Martha; Seconded by Melissa.

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Action items	Person responsible	Deadline
Set up speaking opps Choose dates (trip giveaway & Saturday events & Farmer’s Market)	Denise Timeline committee	Asap Asap

Observers	
Resource persons	
Special notes	Next board meeting: Tuesday, April 1, 2008 @ M&M Divide – 6PM