

Community Market Board Meeting

Minutes	Tues May 20, 2008	6:00-8:00 pm	M&M Divide office, Carroll
Facilitator	Denise Webber	Note taker	Lue Baker
Type of meeting	Annual Board Meeting	Timekeeper	Denise Webber
Attendees	Denise Webber; Joe Schultes, Martha Sibbel, Lue Baker, Phil Squibb, Myron Johnson, Dan Ford		
Agenda topics:			
<ol style="list-style-type: none"> 1. Agenda Approval 2. Previous meeting minutes 3. Treasurer's report 4. President's report 5. Old Business <ol style="list-style-type: none"> 1. Capital Campaign <ol style="list-style-type: none"> i. Timeline ii. Planning iii. Implementation iv. Matching programs 2. Grants and loans 6. New Business <ol style="list-style-type: none"> 1. Wal-Mart auction 2. Event ideas/proposals 3. Member-owner share transfer 7. Adjourn 			
Min	aGENDA aPPROVAL		Denise Webber
Discussion	Phil asked for a few minutes at the end of the meeting. Project Manager report inadvertently omitted and was added.		
Conclusions	Motion to approve amended agenda made by Martha and seconded by Joe. Motion passed.		
Action items	Person responsible	Deadline	
NONE			

Min	Previous Meeting Minutes	Denise Webber	
Discussion	No changes.		
Conclusions	Motion to approve last meeting minutes made by Martha and seconded by Joe. Motion passed		
Action items	Person responsible	Deadline	
None	None	None	
Min	TREASURER'S REPORT	lue baker	
Discussion	<p>MTD income: \$1370.00</p> <p>MTD expenses: \$2733.78</p> <p>MTD Net: -1363.72</p> <p>YTD income: \$47,596.25</p> <p>YTD expenses: \$28,964.18</p> <p>YTD Net: \$18,632.07</p> <p>The negative net balance is due to CCMA expenses which were paid but which will be reimbursed, at least in part, from grants and scholarships which have been awarded but monies not yet received. To date all but \$369.00 has been covered.</p>		
Conclusions	Martha moved and Phil seconded to accept the treasurer's report. Motion passed.		
Action items	Person responsible	Deadline	
None			
min	president's report	DENISE WEBBER	

Discussion	<p>Grants/Loans/Other income</p> <p>Healthy Corner Stores Network (http://www.healthycornerstores.org/) grant submitted; should hear in June. If not awarded \$25,000 main grant may still receive \$5000 Technical Assistance grant.</p>
------------	---

Work continues on Sprout Fund application to Food Coop 500. Denise will be asking for input from board members for submission in June (deadline July). This is a revolving (match) loan fund of \$25,000.

Carroll Co. Board of Supervisors approved to purchase a non

CCMA Financial Status

Costs		Assistance	
Registration – 2 people	\$1480.00	Cooperative Development Fund	\$1000.00
Airline Tickets	879.02	Scoular Foundation	500.00
Hotel – 2 rooms	450.00	CCMA Scholarship	740.00
Meals & Incidentals	200.00	Morris Foundation Schp	400.00
Total	2809.02	Total	2640.00
		Difference	369.00

Hotel costs might change if Denise cannot fill the vacancy in her room. She is looking for 2 more ladies with which to share. Phil will be sharing with a gentleman from Syracuse Real Food Coop.

FARMER'S MARKET 4-6 pm

Wednesday Dates are:

June 11, 18, 25

July 2, 9, 16, 23, 30

August 6, 12, 20, 27

September 3, 10, 17

Volunteers are scheduled but it would be nice if board members could be on hand at least one night to help out and talk to people. Someone needed June 11th for at least the last hour. There will be some special events scheduled on some of these dates. Rick has the details. A list of products for sale will be available soon.

MARKETING ASSISTANT

Celia is now creating the newsletter. A mock up of a new 4-page format will be available before the first published issue in August. She has also revamped our brochure and is working on signs for the Farmer's Market booth. She will also be working on redesigning our prospect and member packets.

Conclusions	Phil moved and Martha seconded the motion to approve the President's Report. Motion passed.
--------------------	---

Action items	Person responsible	Deadline
Board member to volunteer at farmers' market on June 11 in place of Denise		

min	Project Manager's Report	Dan ford
------------	---------------------------------	-----------------

Discussion	<p>5/16/08 had phone conversation with Pete Davis regarding updating the feasibility study, costs and changes to be made. Revised cost estimate is \$1000 or less for day's work to make updates on the forecast section based on:</p> <ul style="list-style-type: none"> Updated population information Our timing Market changes (if any) from competition Site change for leasing Firm ideas of where we stand i.e. business plan and goals
-------------------	---

Pete recommends doing the update 1-3 months prior to seeking financial lending and submitting the original study along with the update so the lender will see the changes made and why. A physical trip back to Carroll will be necessary if the time since the original study exceeds 3 years and if there have been significant changes in the market.

Pete has sold the co-op portion of his business to Debbie Saussuna of Dublin CA and request we request from her that he do the update since he did the original. Dan felt that we could handle the update ourselves and use the money elsewhere.

Conclusions	Martha moved and Joe seconded a motion to accept Dan's report. Motion carried.
--------------------	--

Action items			Person responsible	Deadline
None				
MIN		capital campaign		Denise Webber
Discussion	<p>Four means of raising money other than memberships:</p> <p>Tax Deductable Donation-can be general or designated; must be made through M&M Divide</p> <p>Member Loan- The member loan program, which will be more of a family/friend vs strict business relationship, will be offered at variable amounts, terms and interest rates which will be slightly over bank rates as an incentive.</p> <p>Equipment Donations</p> <p>Non-Patron Memberships</p>			
Maximum of 8 weeks duration				
After extended discussion it was decided to hold off further discussion of the capital campaign and focus more on membership growth. It is imperative that we have at least 300 member-owners before we begin the loan program.				
Discussion proceeded about how to change they way things are currently going. It was decided that board meetings needed to focus more on member growth and that action items needed to come out of every meeting. Every board member needs to be doing something.				
Conclusions	<p>Each board member will invite 3 people to a Member Growth Session on Monday, June 9th from 7 – 8 pm at the ISU Extension Office. Myron Johnson will conduct a presentation to train and invigorate attendees in recruiting and signing up members. There will be a short board meeting from 6-7pm prior to this meeting at the Extension Office. Board members will also e-mail Denise a personal commitment statement of what each will do to promote memberships within the next week.</p>			
Martha moved and Joe seconded that the next four board meetings will be focused on membership. Motion passed				
Also need to do more public outreach events, like what we did at Coffee World.				
Action items			Person responsible	Deadline
Each board member will invite 3 people to a Member Growth Session			all	
Board members will also e-mail Denise a personal commitment statement of what each will do to promote memberships within the next week.			all	

min	NEW BUSINESS	Denise Webber
Discussion	Denise announced Wal Mart was auctioning their equipment tomorrow (May 21) and asked if anyone planned to attend. Myron and Phil said they were hoping to. Denise stated that if they chose to purchase anything for the CMC that was fine but could not guarantee CMC would reimburse them.	
Conclusions		
Action items	Person responsible	Deadline
min	Adjourn	
Discussion		
conclusions	Martha moved and Lue seconded motion to adjourn. Motion Carried.	
Action items	Person responsible	Deadline

Observers	
Resource persons	
Special notes	

	Next board meeting: Monday, June 9, 6-7pm ISU Extension Office