

Community Market Board Meeting

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| Minutes | Tuesday, September 2, 2008 | | CARROLL COUNTY COURTHOUSE, Carroll |
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| Facilitator | Denise Webber | Note taker | Martha Sibbel |
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| Type of meeting | Board Meeting | Timekeeper | |
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| attendees | Denise Webber, Joe Schultes, Martha Sibbel, Lue Baker, Phil Squibb, Art Behrens, Rose Behrens, Dennis Molitor Wanda McInerney absent. Martha Sibbel to stand in as Notetaker. | | |
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Agenda topics:

- 1) Agenda Approval
- 2) Previous meeting minutes
- 3) Treasurer's report
- 4) Old Business
 - a. Roberts Rules of Order
 - b. PM job duties
 - c. Site Location Committee update
 - d. Local Harvest Banquet
 - e. Radio advertising
 - f. Timeline
- 5) New Business
 - a. All member meeting
 - b. Conference phone calls w/Stuart Reid
 - c. Darrell Solberg, President, DDS Sales Training
- 6) Adjourn

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| | Agenda / Last Meeting Minutes | Denise Webber |
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| Discussion | | <p><u>Last Meeting Minutes:</u> Denise reported that Wanda was in hospital, thus unable to deliver the minutes before this meeting. She will get those out as soon as she can. Will get those out as soon as she can.</p> <p>Consensus to review and vote at next meeting.</p> <p><u>Agenda:</u> Art B. asked to put removal of president on the agenda. Martha S. asked to add D&O insurance to the agenda. Denise suggested placing Art's topic first under Old Business and Martha's Topic first under New Business.</p> <p>Motion to approve by Martha. Second by Joe. Vote: carried unanimously, no abstentions.</p> |
| Conclusions | | |
| Action items | Person responsible | Deadline |
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| | | Treasurer's Report |
| | | Lue Baker |
| Discussion | Same as previous meeting. Abbreviated because first of month meeting. | |
| Board Update | | |
| Conclusions | Motion to approve treasurer's report made by Phil; seconded by Martha. Motion carried. | |
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| Action items | Person responsible | Deadline |
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| | | OLD BUSINESS |
| | | Board members |
| Discussion | <p>Art's Motion to Remove Denise as President.</p> <p>Discussion: Art with the floor: very uncomfortable; difficult; thought long and hard; spoke with Rose and a few other people; not sure how to proceed or what to do; after thinking and soul-searching, then wants to propose/discuss this item and voted on by board; ineffective; either Art or Denise - one would go; see CMC going on a different path than past; in reading the by laws, Article 4 (3) Removal; [quote from bylaws] - then Motion to Remove Denise as president of CMC.</p> <p>Lue – object to consideration of that question</p> | |

Second of Art's Motion by Phil

Denise: Before Phil's second, then address Lue's. Denise quotes from Robert's Rules; because objection to motion, then motion killed. **

[Exchange between Phil and Denise, re: Robert's Rules]

Point of order from Phil. Art - Can Denise vote? Denise asked Martha. Martha - For conflict of interest, disclosure – interested, conflict of interest, no written fee agreement between Martha's office and CMC, commenting as member with legal background, not attorney for coop. Phil: put it in the minutes.

Lue – evidence?

Art – asked Dennis, who helped; paperwork from Dennis; Biggest issue: recklessly spending money; KCIM – increased advertising does not lead to increase in membership; [document with columns]** KCIM/total members/equity per member; [document with advertising totals] red \$72; [document with bar graph – members v. equity]; Committees: Approached to ask to help coop; when July 12 meeting held; Active at that point – board meetings; going backwards; rift in the board; Enthusiasm not there like it was two months ago; Big loss: extension confidence is gone; Not just Dennis but council; Contacted Esta Raasch – concerned about funds not used in the most beneficial way; needed to be different direction for the council; felt strongly enough so voted unanimously; if CMC gets new direction, then want to be there; Rick Tafoya – spoke with him on 9/2; Concerned about 4-5 months ago w/ concern from members; visited with Denise about stepping down; Felt for a long time that the only way the project might succeed is through local leadership with local minded people; Denise – good with lots of potential; brought coop; credit for getting it started and brought to this point; needs local involvement from local people; Need another change at some point down the road; Started to fail – three months before he left; Had a problem with 5000 sq ft bldg; Dan Ford: was hoping would have done more; thought could find someone to do same w/out charging; Rick visited with Denise about concerns; Isn't personal vendetta; wants board to know and vote;

Art offered his resignation from board because feels that of Art and Denise, one has to step back.

Lue – Art said nothing wrong against Denise; board approved her actions. Art responded that he did not know about board approval, not saying Denise did anything wrong, just need new direction.

Lue wanted an all member meeting. Art - if all member meeting, then coop is done.

Denise opened discussion to the floor.

Rose - Denise demonstrated inability to work with others and giving adequate information; Denise withheld information from board, radio contracts. Denise has inability to follow through on responsibilities; Dan Ford – not getting money back or get work; failure to identify vacation package prize and advertise that; Fail to hold on to increased member participation; When Rose called to work, then not work as long as Denise is president; Community leaders pledged support only upon resignation of Denise.

Denise's response - Bombard with information; provides all of it; Advertising = board decision; second guessing not the best policy; Contest: disagreed with; board approved; contest – do not have anyone qualified in order to win; thus, no one to identify; Extension not providing funding so how can pull funding - Celia*

Art, Rose, Denise exchange.

Denise Molitor - Not a discussion of motion; Denise agreed to be responsible person; Perception that Denise ineffective, not competent, very severe consequences if Denise does not step down; Myron Johnson had concerns. Accepted responsibility of Celia for day to day? Denise - job duties for graphic design as requested by Extension

Dennis then left for another meeting.

Art: We need to get a door open; going to have to cut corners;

Martha - Wanda not present? Consensus - Because Wanda not present, then Wanda = non-vote

Vote: 1 in favor of Denise remaining Pres., 3 opposed, 1 abstention. Voting done by raised hands.

[Exit by Denise.]

Conclusions

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| | NEW BUSINESS | ALL BOARD MEMBERS |
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| Discussion | Darrell Solberg, President DDS Sales Training |
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Darrell shared many tips and techniques in the area of sales. Here are the Note taker's notes from his presentation:

- Need a location
- Dedicated people than run and spearhead
- Look at marketplace
 - Everybody eats; not sure on perception of homegrown, organic, etc
 - Perception realities that exist – if good for me, then must be expensive for example
- Hard to educate without a product
- 4 stages of marketing:
 - 1. Building anticipation and curiosity
 - § If build, then must deliver
 - § Need to have something tangible to latch onto and take ownership of
 - 2. Now open, now available
 - § Need to be ready for the public – inventory and personnel
 - They are expecting on the anticipation and curiosity
 - § No soft openings; must be ready on day 1
 - § If bring in, then need to market to establish habit/pattern
 - Get it as a business in people’s rotation
 - § His opinion – 3 years long time to build anticipation
 - § Common mistake – grand opening when open
 - Wait! And use as a boost
 - Want to try and come back
 - 3. Grand opening/open house
 - § Rekindle interest
 - 4. Maintenance phase
 - § Retain customers we’ve gained
 - § Educate public
 - Ongoing process
 - § Common mistake: b/c we know what we’re doing, everybody else does
- Especially in retail à not just a means to sell a product; key: educate consumer to want my product; must have knowledge and/or see benefit
- Darrell’s words of wisdom: If the public doesn’t know who you are or what you do or have a favorable perception of you, then it doesn’t matter what you sell or sell it for – then less responsive
- Event marketing (such as participation in events) vs. . . .
- Most important: branding marketing
 - Establish market position
 - Watch for public distrust
 - Public expects discounting

- Establish who we are, what we have and what we do
- Hold off on event marketing b/c can have too much discounting
- Darrell's advice
 - 1) Try to raise funds and secure some dollars, not just through membership
 - 2) Uphill battle to secure many members
 - 3) Actively looking for a facility
 - Layout plan that includes marketing and timetables
 - If go w/out a plan, then overly optimistic
 - Even though have enthusiasm, then need plan
 - § b/c disappointments are smaller
- 3 reasons a business fails
 - 50% fail in 1st year
 - 1. No market or very limited market
 - 2. Poor management
 - 3. Lack of capital – cash on hand vs. cash/assets
- 3 ways to generate
 - 1. Borrow or sell memberships
 - 2. Inherit
 - 3. Generate
 - § Need products and services; FM not substantial enough
- **Need good marketing strategy and time (facility, educate, secure members)
- Need location to rekindle enthusiasm
- How to utilize advertising?
 - Reason – secure more members
 - Talk about generating funds for start of business à possibly heard by investors
 - Talk about to build anticipation – no timetable mentioned
 - Marketing to educate the consumer
 - His dollars: interview w/ pointed questions; what is it? What's it going to be? Why is a membership beneficial? Who can become a member?
 - Make sure that putting the dots together closely
- Don't drop off face of earth; tell the public what is going on
- Need a big enough location to make the best first impression
- Tell the story of whose dream is it
 - Talk about who's on the board
 - Need to make personal contacts
 - Start with groups of friends
 - Make people aware of the progress of what's being made
 - [as part of interview]
- Linda: radio can work with the emotion connection for advertising

Art: interview as part of advertising

Rose: different because relationship buying – connecting producer with consumer; use ads for Local Harvest Banquet and then site selection

Rose and Art: renegotiate contract?

Linda: don't want focus on contract but what they can do to help our business; don't want advertising to be a burden but wants to be as helpful as possible;

Tammy – willing to work with; “not just a ticket taker” monthly payment is small piece

Linda: since things have changed since initial interview so different assumption.

Guests thanked. Linda given an application.

Continuation to business at hand:

Phil discussed grants.

Discussion of president: Joe, as Senior Vice President, is next in line to Denise to conduct meeting. Joe expressed discomfort. All reassured Joe. Martha volunteered to act as President Pro-Tempore until Annual Meeting.

Phil: Motion - Martha preside as President Pro Tem. until Annual Meeting. Second by Art. Vote carried unanimously.

Discussion of Robert's Rules of Order - Martha asked that we keep them in place.

Lue: Motion to retain use of Robert's Rules of Order. Second by Martha. Vote carried unanimously.

Agenda Item 4(b)

Discussion: Reworked "Managing Director" document submitted by Rose. Discussion by all and good points from Carol. Title 'project manager' discarded.

Phil - Motion to accept Rose's document with one change: add letter "G" to "II" to state "Provide monthly written reports." Second by Lue. Motion to amend to add letter "H" indemnification language and letter "I" "work with President" language as suggested by Carol in the communication from Joe and Carol. Seconded by Joe. Vote carried unanimously, abstention by Art.

Agenda Item 4(c)

Discussion: Site Location Committee Update by Phil - several to look at; checking with sanitation and building codes. County contact said to check with City; City contact said 'no troubles' and make sure you pick a building in an area zoned "business (commercial)" and to check back with the contact before the meeting. Committee met and ruled out the Schultes building. The medical building, at 450 sq. ft was ruled out as well. The Mexican restaurant by the new McDonald's is ruled out because the owner is going to let the restaurant have one more year. Phil said American Home Shield might be pulling out of its building by Dollar General and Remedy Glass. The entire building is too large but if just the front is available, then a good possibility. He did not have a figure for rent but knew that Glen Steffes is the owner. Phil spoke

with Marty and Lisa Danzers, who are not opposed to the Committee looking and working out with CMC and their building. Committee suggested a non-Highway 30 location. Art commented that he spoke with Matt Greteman, who has three spots in the same building where Extension is located. The price is \$6-10/sq. ft, which includes a back loading area.

Agenda Item 4(d)

Discussion: Local Harvest Banquet. Strong comments in favor of Denise spearheading this event.

Art: Motion to delegate to Denise. Second by Phil. Vote carried unanimously.

Agenda item 4(e)

Discussion: Radio advertising.

Motion by Phil to table and adjourn. Second by Lue, conditioned on brief discussion of D&O insurance. Martha will get information to Rose. Vote carried unanimously to table and adjourn.

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| Conclusions | |
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| Observers | Carol Schultes, Rose Behrens |
| Resource persons | |
| Special notes | <p>Next board meeting: Tuesday, September 16, 2008, Carroll County Courthouse, Carroll – 6PM</p> <p>* - Notetaker's notes unclear. ** - All documents referred to in brackets can be obtained from the party offering the document.</p> |
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