

**MMFC Annual Meeting**  
**Sunday, September 12th, 2021 7:00pm**  
**Virtual Meeting Via Zoom**  
**Becca Schoenborn, Emcee**

- Item#1: Call Meeting to Order
- Item#2: Read Ends Statement
- Item#3: President's Report
- Item#4: General Manager's Report
- Item#5: Election Information
- Item#6: Public Comments
- Item#7: Prizes
- Item#8: Adjourn

**Headcount:** 28 computers and phones connected to Zoom

**Call to order:** Meeting was called to order at (7:06)

**Read Ends statement** (Becca Schoenborn)

We won't reach quorum tonight so we can't do any new business. We also have two links in the chat: one to vote on the merger and one to view our Annual Report. Read Ends: *Menomonie Msrket will be central to a thriving healthy community.*

We miss seeing you face to face but hopefully next year we can have an in-person event.

**President's Report** (Rick Remington)

- Thanks everyone for joining us tonight.
- I'm summarizing the year on behalf of the Board. I want to say, with confidence, that MMFC is doing well financially and operating to meet our Ends. We're lifting up staff, supporting co-op model, bringing in new local vendors - always setting the bar higher. Let's keep looking forward.
- We met monthly throughout the year via Zoom and monitored financials and board policy, educated ourselves, talked to farmers and community partners, and most importantly, did our best to represent our owners.
- We had reciprocal policy sharing with JLF. This was part of our due diligence.
- Defining events come along every now and then - such as expansion and COVID-19. Without a doubt, the defining issue this year was our collaboration with JLF. We took a great degree of care and time to explore. Committees representing both boards met to discuss what a merger might look like. Talked to staff to provide input. Met with legal counsel. After a year of in-depth exploration, we met in person to take an exciting

unanimous vote to merge our co-ops into one. Just Local did so the night before.

- If you haven't voted yet, you have 4 hours to do so. We've received positive feedback and I hope that we will receive a Yes vote.
- I want to acknowledge Crystal, our GM, for all the time she spent with both Boards managing this conversation. Gave both Boards support, information, time and space to make decisions. Thanks for her time and energy, especially running two stores during a pandemic.
- Thanks to the JLF Board, especially for our great conversations.
- Nod to the staff for the tremendous input they provided for the Board. Our conversations eliminated any doubt that merger was the best way forward.
- Thanks to the MMFC Board for service to the co-op. Can't think of a better crew to be on this journey with. Special acknowledgement to Gary Johnson and Steve Hanson, who are departing members, should we receive a yes vote to merger. We will miss you at our Board meetings. Gary has served two terms, and Steve is our longest-serving Board member. Thank you both to all you brought to our board.
- Thanks to all our owners - your partnership, your trust in the Board, your patronage. Without you, there wouldn't be a MMFC.

#### **General Manager's Report** (Crystal Halvorson)

- Thank you for coming tonight.
- The co-op is people: staff, vendors, and customers. This year, more than ever, the small farms we work with every day, the customers we've been missing, and the staff who work so hard, have been shining.
- In the upper corner of this slide are Paul and Frances, two members that we lost this year. We were looking forward to seeing them when the pandemic was over. Special shout out to these two.
- What we are selling and buying is pretty special. Nothing is simple post-pandemic, including getting food in the door and getting it into the sales floor. The smooth sailing we've seen inside the store is because of a lot of hard work by a lot of staff, and our local connections that have fared better than the national suppliers through the pandemic.
- Our collaboration with JLF has meant that all of the admin staff, and some operational staff, have shifted their work to meet the demands of two stores. Every element of our work has been repeated. Lots of heavy lifting has gone into making things go the same way at both locations. We're learning what it's like to work 35 miles apart from each other. If the merger vote is yes, we're already past the starting line!

- 2021 Fund Our Foodshed Awards - this is our fourth cycle. Winners this year: Morning Scape Farm, to construct a greenhouse to increase production and extend their season; Digger's Grove, one of our smallest award winners, will create a high tunnel and grow strawberries; Farm Doc Microgreens - Dr. Dan can triple his production by expanding his growing room and put in higher efficiency lights. This year, we awarded \$12,500 with the intention to award \$20,000 every year by 2026.
- Ever since the pandemic came, we've been innovating. We've won some awards in the last year. DATCP Buy Local, Buy Wisconsin grant - we won a two year grant in 2020 to rent a van and buy processing equipment so we can increase local food processing and create new relationships with local vendors. Deli is tough to do local, but we're excited to be pushed by this grant to reach our goal of using 40% local ingredients. Van has been great to pick up food during these times of driver shortages.
- We're All Innovating contest winner for work we did with our ecommerce site. This allowed customers to stay safe. We pivoted quickly and worked early in the pandemic - this helped keep us from having to lay off any staff. We've been able to waive our shopping fee because of this grant.
- FMI awarded us an outreach award for our Double Dollars program. Double Dollars allows folks using FoodShare to get a voucher for up to \$10 for a future purchase. Our program is self-funded from customers rounding up at the register, and some awards from the Dunn County Community Fund. Since the pandemic began, purchases have gone up - EBT is a lifeline for people right now. Went from 1.5% to 4% each month. Purchases on veggies have gone from 15% to 23.5% since beginning Double Dollars.
- Progressive Grocer Magazine awarded Kendall Williams a GenNext award - she was one of the youngest to win the award, and we were one of the smallest stores recognized.
- There's been very little time to sit down and do regular admin work. We can't look at last year to help us try to predict the future because of all the unknowns in our industry and the world. This year, though, we decided to restate our five-year vision. We wrote what we wanted to see in 2026 with feedback from staff and the Board. Our success in the past year was due to resilience, innovation, and advocacy, so we wanted to use those values to plan. We will work in four areas: spreading our reach, supporting local, serving our community, and strengthening our team. Joining with JLF would help us meet these goals. We have a presentation on our five year plan from our merger education - if you'd like to see it, please email me.

- JLF has been a big piece of our work for the past year and a half. Both Boards have worked hard to get to where we are right now. The staff has grown and stretched. Big gratitude to everyone. We expect to learn the results of both elections tomorrow and share the information later in the day.
- Annual sales - in 2013, we were about the same size as JLF is today. Giant leap when we moved to our new location. Last two years have been strong in terms of sales. Last year was the first year we turned a profit since expansion. We're starting to see the fruits of our project! Biggest expense is food that we buy, and the second biggest expense is personnel.
- We had healthy income leading up to expansion, then a break with expansion. Steady improvement, and good net income last year.
- Through it all, our owner equity has grown. Goes up when new owners join the co-op and when we've sold Class C shares ahead of expansion.
- Our next promotion is all about local. We had big plans to have a huge event - we've toned it down for COVID safety, but you can still meet a few vendors and all products will be 10% off for the weekend. We hope to see you there.

#### **Election information** (Becca)

- There's a link on screen to vote and in the chat. You have until midnight to vote. If you haven't voted, please do. We want as many owners as possible to have a say. Please send me an email or a chat if you need help voting.

#### **Public Comments** (some gathered through Zoom chat panel)

- Thank you for your hard work and dedication to creating this vital and inspiring community hub.
- Thanks to Crystal and everyone.
- Thanks to all our co-op heroes.

#### **Prizes** (Becca)

- Thank you for joining us and for your commitment to our co-op.

**Meeting adjourned** at (7:46)