

Coteau Community Market Board of Directors
Minutes of the May 1, 2021
Special Meeting
1192 4th St NW
Watertown, SD

Board Chair Annie Mullin called the meeting to order at 10:30am. Members participating: Annie Mullin, Mike Mullin, Jan Mullin, Bruce Stauffer, and Stacy Roberts. Absent: Jen Moos. Also present: Brad Drake and Joan Hohnstadt.

Annie shared copies of the first page of the website, a draft of a handout for fundraising, and the graphics that have been shared on Facebook explaining what the Coteau Community Market (CCM) is/will be. During the discussion that followed endorsements of the following ideas were shared:

- 1) the concept of green living by Stacy, Annie, and Brad;
- 2) bulk sales, near-zero-waste, education about the producers and products by Brad;
- 3) no single-use bags, but recycled bags, boxes, and glass containers by Brad and Annie;
- 4) having coffee and “treats” available by Brad and Stacy;
- 5) a gathering space for people by Brad and Stacy;
- 6) having a kitchen Brad and Stacy;
- 7) having the store open to the public with another time of the day just for curbside pickup of orders by Stacy;
- 8) small Community Supported Agriculture (CSA)-like boxes that people could buy instead of picking just what they want by Brad;
- 9) Classes on cooking by Stacy.

Annie shared background about her interactions with the Watertown Development Corporation (WDC) and that she will be meeting with two people from WDC (again) on May 11th.

Stacy shared space layouts that she had done based on one of the locations looked at recently.

Jan, Annie, and Mike shared that they have checked on/viewed eleven locations. The most recent were three yesterday afternoon. One of the three, on West Kemp, looks like a good possibility with an existing sink, so installing a triple sink and hand washing sink shouldn't be too expensive.

Bruce suggested that everyone make a list of what they think are necessary functions and or products to have when the store opens. After discussion, it was decided that everyone should email their list to the group by no later than May 15, 2021.

It was agreed that the next meeting would be on May 17th at 7:30pm online via Google Meet.

Annie will send the drawing of the West Kemp location to the group. Stacy shared that she would do some layouts for the West Kemp location and share ideas for use of small spaces on her Pinterest account.

Annie shared provisional three month opening and one year operating budgets.

Bruce brought up the idea of discounts for cash. From there the topic of credit card processors came up. Annie mentioned Dharma, a certified B-Corp, that she suggests we use when we meet their criteria, which will be at least a year.

Meeting ended at 12:35pm



Mike Mullin, Secretary



Annie Mullin, Chair

May 17, 2021

Approved Date

Coteau Community Market Startup Budget

What	4% of sales
Location	
rent	\$2,721.19
renovate	\$10,000.00
utilities	\$3,000.00
utilities deposit	?
phone & internet	\$300.00
equipment & fixtures	\$17,286.74
start up inventory	\$23,038.40
start up marketing	\$1,275.56
payroll	\$12,727.10
POS	\$207.00
working capital	\$12,245.35
subtotal	\$82,801.34
overrun allowance	\$12,420.20
Total	\$95,221.54

annual rent	\$8,163.57
monthly rent	\$680.30

TO OPEN

Bare minimum to raise: start up costs	\$95,221.54
Minimum to raise (start up and year one)	\$287,749.44

NEEDED TO OPEN

POS register (computer, monitor, cash drawer, receipt printer, scanner, cables, cash drawer mounting brackets, credit card reader), scale, phone, modem, printer, upright three-door cooler, chest freezer, food safe buckets and gamma seal lids, scoops, three-sink dish washing station, faucets, stainless steel work table, commercial grain mill, 4 two-tier shopping carts, sanitizing tablets & test strips, food prep gloves, aprons, various cleaning supplies, various office supplies, fire extinguishers, fire extinguisher mounting brackets, signs, first aid kit, temporary shelving, CCM sign, food manager certification, weight & measures certification of scale

**COTEAU COMMUNITY MARKET PROJECTED OPERATING
BUDGET: CAPTURE 0.5% OF ANNUAL GROCERY SPENDING
WITHIN 10 MINUTE DRIVE RADIUS FROM LOCATION**

What	year one
Income	
Sales	\$204,089.19
Expenses	
payroll	\$39,311.26
<i>FTE employees</i>	<i>1</i>
COGS	\$112,249.05
operating costs (phone & internet, utilities, POS, laundry)	\$14,028.00
rent	\$8,163.57
credit card fees	\$3,061.34
marketing	\$5,102.23
shrinkage	\$5,612.45
business insurance	\$5,000.00
Expenses total	\$192,527.90
Sales minus expenses	\$11,561.29

monthly estimated sales	\$17,007.43
weekly estimated sales	\$3,924.79
daily estimated sales target (open 20 hours over 3 days)	\$1,308.26

PAYROLL % OF OPERATING COSTS 20.42%

key performance indicators

Sales per retail sq ft	\$310.05
COGS profit margin	45.00%
net profit margin	16.54%