

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, February 21, 2024, | work session 6pm / board meeting 7pm

Where: Amherst Town Hall, Council Chambers, 2nd floor (5583 Main St.) and Zoom videoconferencing

Zoom link: <https://zoom.us/j/3205921689> Meeting ID: 849 7354 6144

One tap mobile +1 (646) 876-9923, 84973546144# US (New York)

Attendees: Jim Walfrand, Nancy Corigliano, Jon Carmen, Mark Storch, Steven Schultz, Jeff Bagel, Isra Jahan, Ryan Duquette, Mary Ellen Haefner

Board Meeting:

- A. Reading of Mission Statement: Steven Schultz
- B. Approval of minutes from January 17, 2024
 - a. Motion to approve: Jon Carmen, 2nd: Nancy Corigliano
 - i. All approve, motion passes.
- C. Updates
 - a. Membership – 1221 Member-Owners
 - b. Established New Committees:
 - i. Grants Committee – Jim Walfrand, Mark Storch
 - 1. An application was sent yesterday to a large corporation for a grant. Hopefully we will meet with them and discuss this opportunity.
 - ii. GM Recruitment – Mary Ellen Haefner
 - iii. [Vote on the Policy Guidance.](#)
 - 1. [Motion to approve: Nancy Corigliano, 2nd: Isra Jahan](#)
 - a. All approve, motion passes.
 - iv. [GM job posting.](#)
 - 1. [Motion to approve: Jeff Bagel, 2nd: Nancy Corigliano](#)
 - a. All approve, motion passes.
 - v. [\\$1000 budget for the job posting and background check.](#)
 - 1. [Motion to approve: Jeff Bagel, 2nd: Steve Schultz](#)
 - a. All approve, motion passes.
 - vi. Design – Mark Storch, Steven Schultz
 - 1. We received the design development drawings, forwarded by Mark.
 - vii. Tabling and Events Committee – Steven Schultz
 - 1. Glen Park Art Festival hasn't replied back to us about tabling there.
 - 2. Steve has talked to Debbie about the Farmer's Market. Debbie will get back to us about us closing the Farmer's Market again this year.
 - 3. We can table at Earth Day in June.
 - 4. New swag/signage and new equipment needed
 - 5. We want to change the name after the Capital Campaign

- viii. Financials – Jim Walfrand
 - 1. We are updating the Pro Forma.
 - 2. Jim talked to 2 banks today and they'll get back to us regarding collateral.

- ix. Prospectus / Capital Campaign – Jon Carmen
 - 1. We have a Kickoff Party on the 27th at 5:30 pm at the Meeting House.
 - 2. We are working with Heather and Ben from Seven Roots.
 - 3. We are using GoHighLevel, a Customer Relationship Management software, to track all the calls.
 - 4. We sent out 1200+ handwritten envelopes.
 - 5. We put a stipend for \$2000 for the printing costs for the prospectus.
 - a. Motion to approve: Jeff Bagel, 2nd: Steve Schultz
 - i. All approve, motion passes.

- x. Marketing – Jon Carmen
 - 1. We did a promotion with Fresh Catch, Flowers and Dreams Unique Plants, and Half Baked Cookies which was successful. Jon scaled back on the Facebook advertising.

- D. Questions / Discussion
- E. Motion to Adjourn: Jon Carmen 2nd: Steve Schultz
 - i. All approve, motion passes.
 - ii. Meeting adjourned at 7:20 pm.

Next Meeting: Wednesday, **March 20, 2024**; Work Session - 6pm, Board Meeting - 7pm
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videoconferencing **The Village Co-Op Market of Williamsville**