

# The Village Co-Op Market of Williamsville Board Meeting Minutes

**When:** Wednesday, May 17, 2023, | work session 5:30 / board meeting 6:30pm  
**Where:** Williamsville Village Hall (5565 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:

**Board Meeting:** Jim Walfrand, Jon Carmen, Mary Ellen Haefner, David Gardner, Mark Storch, Steven Schultz

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A. Reading of Mission Statement: Steven Schultz

B. Approval of minutes from April 19, 2023

- a. Motion to approve: Mark Storch 2<sup>nd</sup>: Steven Schultz
  - i. Motion Approved, all board members vote in the affirmative.

C. Updates

a. Membership – 765 Member-Owners

b. Finance:	Balances –	Checking –	\$ 59,578.71
		CD-2 –	\$ 10,145.95
		PayPal -	<u>\$ 721.35</u>
Total -			\$ 70,446.01

- i. CD-2 Will move forward with a cash out to avoid future rollover issues.

- ii. Recent expenses paid:

- 1. Seven Roots (Balance for early tore design) - \$5,670.00
    - 2. NYS Dept. of Taxation & Finance - \$25.00

c. Site Selection / Pro forma:

- i. Motion to approve Lease: Jim Walfrand

- 1. Jon Carmen 2<sup>nd</sup>: Steven Schultz

All in favor: All Approve, Motion passes. The Board will sign the lease and return it to the developers for final signatures.

*The current Village of Williamsville Co-Operative Market's Board of Directors would like to thank all member owners and past board members for all the hard work put in over the last seven years. The process has been drawn out longer than expected due to the unfortunate events of 2020 but today we stand victorious. We have stuck to our values and pushed forward to this point. Now is the time to start moving forward with the heavy work of opening the market. This is the exciting part, and we look forward to working closely with our member owners to finalize the details and cut the ribbon.*

d. Marketing

- i. The board will schedule a live announcement once the developer agrees to our terms and conditions.

- ii. We expect an uptick in social media posts and will continue to coordinate social media activities.
  - iii. We will be commissioning posters and other marketing materials for distribution.
- e. Capital Campaign
  - i. The board has agreed to have the 7 roots organization help manage the campaign.
- f. Established New Committees:
  - i. Grants Committee – Jim Walfrand, Mark Storch
    - 1. We will be inquiring into the currently discussed grants and looking at options to help acquire more funding.
    - 2. The board asks if any member owners have a background in grant writing, to help facilitate and speed the processes when applying for future funding.
  - ii. GM Recruitment – Mary Ellen Haefner
    - 1. We are currently gathering information on requirements to help select a strong candidate to help drive the project to completion.
    - 2. We ask if any member owners have recruitment experience at this level to please reach out to the directors. Our goal is to hire the right person from the start to help make the project a success.
  - iii. Design – Mark Storch, Steven Schultz
    - 1. 7 Roots has provided our basic design plan which will be displayed at our annual Farmers Market events held this season.
  - iv. Tabling and Events Committee – David Gardner, Steven Schultz
    - 1. We will be participating in the NY Health fair on July 14, 2023. The event is being held at the Amherst Senior Citizens Center. We will be releasing more information as the date gets closer.
  - v. Financials – Jim Walfrand
    - 1. We will be finalizing our prospectus and sending it to NYS for approval once it is completed. The board will be looking into a Go Fund Me style campaign that will be separate from our Capital Campaign. We will be asking for donations from member owners and community members to help build our accounts prior to kicking off the campaign.
    - 2. The board is researching ways to partner with non-profit organizations that fit our objectives and values. This will give us the ability to apply for more funding that may not be available to us

vi. Prospectus / Capital Campaign – Jon Carmen

1. The Prospectus is in its final phases, prior to being sent to NYS for approval. Once approved, we can legally move forward with our planned capital campaign.
2. The Prospectus is in its final review stages.

vii. Marketing – Jon Carmen

1. We will be commissioning posters and design materials for distribution and display at our seasonal farmer's market.
2. The board will continue with our social media campaigns, and we expect to see an uptick in activity very soon.
3. The Board will be scheduling a press release once the developers finalize the lease. We will send out an email to all members and look forward to the event.

D. Questions / Discussion: None

Motion to Adjourn: Jon Carmen 2<sup>nd</sup>: David Gardner

All in Favor; Motion Passes

Meeting Adjourned at 6:18 PM

**Next Meeting:** Wednesday, **June 21**, 2023; Work Session - 5:30pm, Board Meeting - 6:30pm Where: Williamsville Village Hall (5565 Main St.) / Zoom videoconferencing **The Village Co-Op Market of Williamsville**