

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, July 19, 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:

Work Session: Jim Walfrand, Jon Carmen, Mary Ellen Haefner, David Gardner, Mark Storch, Steven Schultz

A. Discussion

- i. Vote to authorize the co-op to apply for financing.
 - a. New England Cooperative Fund (\$100.00 Application fee)
 - i. The board agreed to hold this vote during our open session.
- ii. Board Member Suggestions and Discussion
 1. The board of elections has been reviewing a candidate named Irsa Jahan. Upon completion of the evaluation the board will move forward with a vote.
- iii. Audit Requirements
 1. Mary Ellen needs all minutes from January 2023 to July 2023 for the audit (Work Sessions and Open Sessions)
- iv. Website Updates
 1. Jon Camren needs all .PDF formatted We versions for posting. January 2023 to July 2023

B. Lending

- i. Jim has been scheduling meetings with various local and national banks to inquire about funding. He has seen extremely positive feedback and will continue to coordinate efforts to help secure funding.
- ii. We have been quoted for a grant writer and the board will discuss this further when the review process is completed.
- iii. Jim has created a base template for updates and record keeping purposes.
 1. Access will be granted to board member involved with funding task(s)

C. Capital Campaign

- i. The board has been attending training and will continue to help understand campaigns and best practices before our expected launch date.

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

- A. Reading of Mission Statement: Steven Schultz
- B. Approval of minutes from June 21, 2023
 - a. Motion to approve: Jon Carmen 2nd: Steven Schultz
 - i. All approve, motion passes.

C. Updates

a. Membership – 855 Member-Owners			
b. Finance:	Balances –	Checking –	\$ 32,798.11
		CD-2 –	\$ 10,148.50
		PayPal	\$ 5,193.72
Total -			\$ 48,140.33

- *NOTE: PayPal has been transferred will take 1-3 business days for processing*

c. Expenses Paid

i. Marketing Jon Carmen (Flyers)	\$ 238.97
ii. Jon Johnsen & Giroux	\$ 145.00
iii. Jon Johnsen & Giroux	\$ 517.50
iv. Mail Chimp	\$ 78.84
v. 7 Roots (30% Down Payment for Capital Campaign)	\$ 5,535.00

Total Expenses Paid: \$ 6,515.31

Total Remaining Funds \$ 42,087.83

o *GoFundMe Campaign* \$ 2,320.00

d. Established New Committees:

- i. Grants Committee – Jim Walfrand, Mark Storch.
 1. We have received a quote for grant writing and the board is in the process of reviewing for consideration.
 2. Jim and Mark have separated the funding task, Jim is handling the federal and Mark will be addressing the local opportunities.
 3. Jim and Mark have approached local politicians to inquire about the availability of funding for such projects. We are waiting for updates.
 4. Jim explained how non-profit partnerships can help obtain funding and explained that the board is in the process of reviewing several to help move forward with these funding requests.

- ii. GM Recruitment – Mary Ellen Haefner
 - 1. No new information to pass.
 - 2. Mark suggested an informative meeting with the assistant manager at Tops.
- iii. Design – Mark Storch, Steven Schultz
 - 1. Mark has sent RFPs for an architect and for construction managers.
 - a. Through Colby Development (Our Representative)
 - 2. The due date for these RFP's is July 25, 2023
 - a. We expect to see return proposals for review and discussion with the goal of holding a vote at the next board meeting or sooner.
- iv. Tabling and Events Committee – David Gardner, Steven Schultz
 - 1. Farmers market has been going well with new member sign-ups.
 - 2. Steve suggested we continue to participate in the WBA meetings monthly.
 - 3. The board sent a request for this year's Art Show.
 - a. *UPDATE: We will not be attending this year's event*
 - 4. We participated in the NYS Health Fair on Saturday July 15, 2023
 - a. We were able to hand out several applications and expect a few sign ups. We received very positive feedback from the event.
 - 5. The board has been asked to participate in this year's Living Green Festival to be held on September 23, 2023.
 - a. We are reviewing the requirements to begin discussions and considerations.
 - 6. Steven and David mentioned the need for more volunteers.
- v. Financials – Jim Walfrand
 - 1. We are currently working with 4 development funds and 3 different banks for financing.
 - 2. Jim had a very successful meeting with the national co-op bank.
 - 3. We followed up with LEAF and have received a commitment letter and will be following up to see the next steps in this process.

4. The New England Cooperative Fund is interested in funding the project and Jim is required to make a motion to move forward with the application fee of \$ 100.00.

a. Motion to approve the fees and submit to the New England Cooperative Fund

i. Motion to move forward: Jon Carmen 2nd: Mark Storch

ii. All approve, Motion Passes

1. The board will submit the application with fees.

vi. Prospectus / Capital Campaign – Jon Carmen

1. The Prospectus is with our lawyers, and we have received a cost estimate of \$ 8,000.00 for a required audit (Price is subject to change based on work needed).

2. We are waiting for the finalization of the audit to submit to NYS for approval.

3. The audit will require the meeting minutes (Closed and Open Sessions)

a. This will be sent to Jon and Mary Ellen Haefner for submission and WEB updates. All Web versions will only contain the open sessions.

▪ *Capital Campaign*

4. We had a call with our 7 roots representatives last week to begin training board members on expectations and best practices.

5. We plan to have a meet-up at a TBD location, with all volunteers and committee members to discuss the next steps.

vii. Marketing – Jon Carmen

1. Jon Carmen has started a Facebook campaign with an incentive.

2. We spent \$67.00 and have collected many emails to help push informative information and hopefully this will persuade individuals to become new members.

3. We have an active flyer campaign and have successfully handed out an estimated 300 – 400 flyers already.

D. Questions / Discussion

a. Jim mentioned an email we sent out requesting each member owner to refer one person to help reach out member owner goals before the Capital Campaign kickoff.

b. One member owner asked about raffles with incentives such as baskets, Jon Camren explained the issues with this approach, but we have other options to move forward with.

- c. Jim explained the board's intentions to hold a member owner meet up or social event.
 - i. The board will send out an email to member owners as the date gets closer.
 - d. Jim addressed concerns a member owner had with the article in the Amhurst Bee.
 - i. Everything in the article is correct and some information should not have been disclosed (Lease Length).
 - ii. Jim explained the cost savings on the equipment that we will be obtaining.
 - iii. Jim confirmed the space will be 10, 000 Sq Ft.
 - iv. Jim explained the feasibility of the location selected and its benefits.
 - v. Jon Explained the features and future possibilities for the community room.
- E. Motion to Adjourn: Steven Schultz 2nd: Mary Ellen Haefner
- a. All Approve, Motion Passes
 - i. Meeting Adjourned at 7:00 PM

Next Meeting: Wednesday, **August 16, 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**