

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, March 16, 2022, |work session 5:30 / board meeting 6:30pm

Where: Zoom videoconferencing / link: <https://zoom.us/j/3205921689>

Board Meeting:

Attendees: Jim Walfrand, Jon Carmen, Mary Ellen Haefner, David Gardner, Mark Storch, Steven Schultz, Jessica Mabie

A. Reading of Mission Statement

- a. Steven Schultz

B. Approval of minutes from February 16, 2022

- a. Motion to approve: Mark Storch, Seconded by: Jon Carmen
b. All in favor: 6 Yes 1 Absent, Motion Passes

C. Updates

- a. Membership – 728 Member - Owners

b. Finance:	Balances –	Checking –	\$ 63,018.13
		CD-2 (matures 3/18/22) –	\$ 10,140.41
		<u>PayPal -</u>	<u>\$ 1,989.78</u>
		Total -	\$ 75,148.32

- c. Site Selection / Pro forma:

- i. The board found it necessary to reschedule our monthly meeting with Don Moffit as we are waiting feedback that would directly affect the meeting outcome.
1. The new meeting with Don Moffit will be held on March 22, 2022
 2. We will be engaging with our current Pro Forma to run the current numbers after the LEAF program news
- ii. Jim Walfrand emphasized that a few sites that the board are looking at, will be new builds and take an estimated one and a half to two years to open
- iii. Jim Walfrand will be participating in a meeting with one of our developers on March 17, 2022, to discuss the current proposal
- iv. Jim stressed that our current member owners would prefer a site located within village limits
- v. The board is waiting for a reply from another developer to compare proposals
- vi. The board has announced the information regarding the funding to be received from the LEAF program.
- vii. Jim updated our local and national developers of our LEAF status
1. We have received a positive review and the developers are looking forward to this project

2. Our national bank will be receiving our updated business plan and reviewing our current numbers
- viii. Jim Walfrand updated the members on our grant request
 1. We have the possibility of receiving up to 20% of our total cost, if approved
 - ix. One of our local developers reached out to us directly and is showing high interest in this project, he sees positive outcomes
- d. Marketing
- i. Jon Carmen stated he has continued our social marketing campaign, but will not be spending more funds until we launch our capital campaign
 - ii. We will monitor our social networking and continue to send out updates
 - iii. We will be posting our recorded board meetings to all our social media platforms moving forward as we have received positive feedback
- e. Capital Campaign
- i. Jon Carmen is currently reviewing proposals from capital campaign coordinators
 - ii. The board has discussed the possibility of having a full meeting with the managers interviewed.
 1. Currently still interviewing qualified candidates
 2. The board would like to hire two individuals for this campaign
 - iii. Jon Carmen expects to see a jump in membership after the announcement of our site location
 1. At this time, we will be launching our Capital Campaign
 - iv. Jon Carmen has interviewed three strong candidates for these positions
 1. The board will review details provided by Jon Carmen to coordinate our next steps in this process
 - v. The board will be looking for volunteers to help with the capital campaign soon

D. Other Business:

- a. Farmers Market 2022
 - i. The board will be participating in this year's farmers market held every Saturday starting on May 26, 2022. (Will run through November 1, 2022)
 - ii. The board discussed representation and volunteer requirements
 - iii. Jim Walfrand suggested we have at the least three individuals manning the booth and would like a member owner present as well (Volunteers Needed)

E. Questions / Discussion

- a. None

F. Motion to Adjourn:

- a. Motion to adjourn: Jon Carmen, Seconded by: Mary Ellen Haefner
- b. All in favor: 7 Yes, Motion Passes; Meeting Adjourned at 6:50pm

Next Meeting: Wednesday, April 20, 2022; Work Session - 5:30pm, Board Meeting - 6:30pm Where: Zoom videoconferencing **The Village Co-Op Market of Williamsville**