

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, June 15, 2022, |work session 5:30 / board meeting 6:30pm

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

Attendees: Jim Walfrand, Mary Ellen Haefner, Steven Schultz, Mark Storch

A. Reading of Mission Statement : Steven Schultz

B. Approval of minutes from May 18, 2022

- a. Motion to approve: Mark Storch; 2nd Steven Schultz
- b. All in favor > Motion Passes

C. Updates

a. Membership – 736 Member Owners

| | | | |
|-------------|------------|------------|---------------------|
| b. Finance: | Balances – | Checking – | \$ 61,784.11 |
| | | CD-2 – | \$ 10,141.16 |
| | | PayPal - | \$ 2,855.40 |
| | Total - | | <u>\$ 74,780.67</u> |

c. Site Selection / Pro forma

- No new information to pass, currently have three locations selected.
 - o All locations are located within the Village of Williamsville
 - o Currently waiting for proposals from two Developers and one private owner
- The board is waiting return of proposals to implement numbers into Pro Forma
- Jim Walfrand attended a meeting with our Liaisons Steve and John; All parties in agreement to wait until proposals are received prior to moving forward

d. Marketing

i. Marketing is in a holding status

1. Jon Carmen has continued our social media campaigns
2. Jon will post on our sites to keep our member owners informed on updates, farmers market information and any new changes we will need to address

e. Capital Campaign

- i. The board has interviewed several companies to help manage our campaign when we move forward with a launch date.

- ii. Jim Walfrand, Steven Schultz, and Jon Carmen; Met with 7 roots to discuss the possibility of hiring them to manage our campaign
- iii. Capital Campaign will kick off when a site has been selected
- iv. 7 roots are a local company that comes highly recommended and the have worked with the Lexington Co-Op and the East Aurora Co-Op previously.
- v. The board would like to remind all member owners of the different options they have; Preferred Stock Options are available; Member Owner Loans and Donations are all ways to help push the Co-Operative market forward.
- vi. The board has discussed with one local 501c Non-Profit organization the possibility of being our conduit when considering direct donations. This is the standard process for all "for profit organizations" dealing with donated funds
- vii. Expected to kick off campaign after final decision for site selection
- viii. Estimated time frame currently for campaign launch will be January 2023

D. Questions / Discussion

- a. None

E. Motion to adjourn: Steven Schultz; 2nd Jim Walfrand

- a. All in favor; Motion approved

F. Meeting Adjourned at 6:45PM

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