

# The Village Co-Op Market of Williamsville

## Board Meeting

### MINUTES

**Where:** Village Hall

**When:** Wednesday, November 6, 2019

Board Meeting 6:30pm

**ATTENDEES:** Jim Walfrand, Ariana Martinez, MaryEllen Haefner, Julie Yates, Emily Murphy

- A. Reading of Mission Statement: Read by MaryEllen Haefner
- B. Approval of minutes from October 2 meeting:
- Motion: Ariana
  - 2<sup>nd</sup>: Emily
  - All in favor: all 5 in favor
- C. New business:
- Holiday Festival/Tree and Wreath Sale
    - Dec 7 at 10am – 4pm on Island Park and Town parking lot; vendors will be in large pavilion with side curtains and heat; Santa at Library; Co-op to sell wreaths, swags and trees in Town lot from 10am-4pm; use own Co-op tent; 11am-3pm (or 2pm) will have food trucks on Town lot; WBA getting horse/carriage; tree lighting afterward; Al working on getting pricing for trees, wreaths, swags; Jim to look into truck to transport trees, etc.; Marketing to discuss details of sales, etc.
      - **Motion to rent truck at approx. \$150 to pick up trees, etc.:** Jim
      - 2<sup>nd</sup>: Julie
      - All in favor: all 5 in favor
- D. Updates:
- Membership – Emily
    - 396 members
  - Finance – Emily
    - \$25,806.08 in checking account; \$25K in CD (See note below)
    - Evans Bank (CD) – move existing \$25K plus an additional \$10K from current account to a 9 month CD at 1.75% interest
      - **Motion to move money as indicated above:** Emily
      - 2<sup>nd</sup>: Jim
      - All in favor: all 5 in favor
    - Monthly expenses: Bee advertising and WBFO radio ads for Kaufman event; yearly website dues (\$324)
  - Site Selection/Proforma - Jim
    - Proforma on hold until 600 member threshold
  - Marketing Committee – Ariana
    - Kaufman event – gained 6 new members
    - Marketing Committee meeting on 11/11 to debrief event
    - Holiday Market/tree and wreath sale being worked on by Marketing Committee
    - Marketing plan for 2020 forthcoming from Marketing Committee Chairman
  - Election Committee update – Cheryl/MaryEllen
    - Three emails sent out to MO's in July through September regarding process
    - Candidate info sent out to all MO's
    - Voting opened today; email with link sent to members
    - Paper ballots sent to MO's without emails
    - November 20 is deadline

E. Other business:

- First Board retreat meeting to be scheduled for January, and include Mike B and Jill K to attend with Board (possibly Brian B); date TBD

Meeting Adjourned: 6:55pm

Questions/Discussion

**Next Meeting:** Wednesday, December 4, 2019 | Work Session 5:30pm, Board Meeting 6:30 pm  
**Where:** Village Hall