

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, January 27, 2021 | Work Session 5:30pm | Board Meeting 6:30pm
Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Julie Yates, Mary Ellen Haefner, Steve Schultz, John Ostroot, Mark Storch, Jessica Mabie

- A. Reading of Mission Statement: by Steve Schultz
- B. Approval of minutes from December 16 and January 13 meetings: Motion to approve – John Ostroot; Second – Julie Yates; In favor – all members
- C. New business:
- As a followup to agreements made at the January 13 work session, the board voted to confirm new board positions as indicated below; motion – Julie Yates, second – Steve Schultz, All in favor.

Jim Walfrand -	President
Julie Yates -	Vice President
Mary Ellen Haefner -	Treasurer
John Ostroot -	Secretary

- D. Updates:
- Membership: 448
 - Finance:

Balances –	Checking –	\$ 16,380.38
	Paypal –	\$ 1,017.45
	CD-1 –	\$ 25,627.84
	CD-2 –	\$ 10,133.84
 - Site Selection / Proforma:

Jim Walfrand plans to have a meeting with several board members and the IDA to discuss a possible partnership with an existing food service (such as a butchershop). Such a business would share space with the Co-op market and help defray construction costs. The IDA could help secure additional funding with state sources or other investors. Mike Szukala, present at the meeting, indicated that he had IDA experience and could help with this process if needed.
 - Marketing efforts: The current initiatives include --
 - Flyer distribution door-to-door – confirmed for 16,000 homes in Snyder, Cheektowaga, Williamsville, and Getzville in February and March; more possible in April and May.
 - Advertising via Facebook and Instagram – ads targeted to local zip codes will capture email addresses; first month will enroll participants in drawing for free \$150 to be used toward Co-op membership.
 - Gift card drawings for Co-op member-owners who recruit new members; will involve a \$100 gift card to a local business; new drawing every 1 to 3 months; results announced at board meetings.

E. Other business / comments:

- Julie Yates has been expecting an invoice to renew the Co-op's membership in the Williamsville Business Association. This does not appear to have been received yet, but the Co-op intends to remain a member. Dues are \$99 / year.

F. Questions/Discussion –

Mike Szukala mentioned that there will be a farmer's market throughout February at the corner of Kenmore Ave. and Niagara Falls Blvd., the future Amherst Gateway Park. This project is mentioned on page 3 of the Jan. 27 Amherst Bee. It is not clear if the planned market has received any publicity. Hours will be on Saturday from 10:00 am to 3:00 pm. More information is available from Liz at (716) 580-2717. The board has not decided whether to host the Co-op tent at the market.

G. Meeting adjourned at approximately 7:00 pm. Motion to adjourn – John Ostroot, Second – Jessica Mabie, In favor – all members

Next Monthly Meeting: February 24, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing