

# The Village Co-Op Market of Williamsville

## Board Meeting Minutes

**When:** Wednesday, August 26, 2020 | Work Session 5:30pm | Board Meeting 6:30pm  
**Where:** Zoom Video Conferencing

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

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- A. Reading of Mission Statement: by Julie Yates
- B. Approval of minutes from July 22 meeting: Motion to approve – John Ostroot; Second – Steve Schultz; In favor – all members
- C. New business:
- Farmers Market: Foot traffic at the market has been good. Signups have generally averaged one or two per week, with one week early in August having five people join. There have been many people expressing an interest in the Co-op and agreeing to read over the literature. Last week the Co-op could not be at the market due to lack of volunteers. Jim emphasized again that more volunteers are needed; signups can be made via [www.villagecoopmarket.com](http://www.villagecoopmarket.com).
  - Member-owner orientations: Jim Walfrand and Julie Yates agreed to seriously look at scheduling another session in the next 3-4 weeks. These sessions are important to give member-owners more detailed information on co-op market benefits to help spread the word for people to join.
- D. Updates:
- Membership: 431
  - Finance: Balances – Checking – \$17,787.32; CD-1 – \$25,562.41; CD-2 – \$10,087.20
  - Site Selection / Proforma: One new site possibility has developed, and the board needs to follow up with the property owner. There are no new developments with other sites.
  - Marketing:
    - Jon Carmen and Jill Komm continue to work on Co-op website improvements. Changes will include a new payment method.
    - The Facebook Co-op member-owner page (VCMW Member-Owner Community) continues to highlight current events and topics important to the Co-op.
    - An informational booth in a business or storefront along Main St. is being considered for times the farmers market is not in season.
    - A Christmas tree sale this December is being considered, but likely depends on the village tree lighting and farmers market event taking place.
    - Several Co-op board members will assist with the Island Park playground construction on Sunday afternoon, Sep. 13. Signups should be made at [www.walkablewilliamsville.com](http://www.walkablewilliamsville.com).

E. Other business / comments:

- Election Committee update: Preliminary election information was emailed to member-owners on Aug. 7 and the Co-op website has current application instructions. Applications are due by Sep. 19. One existing board member has re-applied, and one other person has expressed interest.

F. Questions/Discussion –

- A board member asked about the required number of board members. According to the current by-laws, there are to be no less than 5 and no more than 9 members.

G. Meeting adjourned at approximately 6:50 pm. Motion to adjourn – Julie Yates; Second – Jim Walfrand; In favor – all members

**Next Meeting:** September 23, 2020; Work Session @ 5:30pm, Board Meeting @ 6:30pm  
**Where:** TBD