

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, December 16, 2020 | 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, Ariana Martínez

- A. Reading of Mission Statement: by Ariana Martínez
- B. Approval of minutes from November 18 meeting: Motion to approve – John Ostroot; Second – Julie Yates; In favor – all members
- C. New business:
- Election Committee update: There were a total of 88 votes, which met the requirement of 50 member-owners or 10%, whichever is less. Jessica Mabie received 90% of the votes, and Julie Yates received 93%. The board voted to approve election results: Motion by Jim Walfrand, Second by Ariana Martínez, all in favor. A general email announcing the results was sent out on Dec. 17.
- D. Updates:
- Membership: 441
 - Finance:

Balances –	Checking –	\$18,528.31
	CD-1 –	\$25,627.84
	CD-2 –	\$10,131.32
 - Site Selection / Proforma: There are no new developments regarding a specific store site. Recent contact between Jim Walfrand and G2G Research, who performed the 2018 feasibility study, concluded that we should keep planning for the same store footprint as assumed in the study (10,000 sq.ft. of total space). Some small- to mid-size stores have been struggling during this year of COVID-19. People seem to prefer one-stop shopping.
 - Marketing: Current efforts include --
 - Brochure distribution door-to-door, to start in February
 - Advertising via social media, to begin after high Christmas rates
 - Upgrade to paid MailChimp account to enable better messaging
 - Gift card drawings for Co-op member-owners and new members they recruit
 - T-shirt sale
 - Formalized marketing committee to be re-established later in 2021
- E. Other business / comments:
- For purposes of getting the door-to-door brochure distribution started, the board approved expenditure of \$248 in printing costs and \$180 for the initial neighborhood campaign (Snyder): motion by John Ostroot, second by Julie Yates, all in favor. As Williamsville may also be part of late winter coverage, this distribution cost will have to be revisited by the board.

- A special board work session is planned for Jan. 13, 2021, to assign new board positions, review funding and logistics for the planned gift card drawings, and review the final door-to-door flyer and neighborhood distribution costs.

F. Questions/Discussion – None.

G. Meeting adjourned at approximately 7:00 pm. Motion to adjourn – Julie Yates, Second – Ariana Martínez, In favor – all members

Next Special Meeting: January 13, 2021; Work Session @ 6:00pm
Where: Zoom Video Conferencing

Next Monthly Meeting: January 27, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing