

# The Village Co-Op Market of Williamsville Board Meeting Minutes

**When:** Wednesday, June 23, 2021 | Work Session 5:30pm | Board Meeting 6:30pm

**Where:** Zoom videoconferencing

**Attendees:** Jim Walfrand, Steve Schultz, Mark Storch, Mary Ellen Haefner, John Ostroot, Jon Carmen, Jessica Mabie

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- A. Reading of Mission Statement: by Steve Schultz
- B. Approval of minutes from May 26 meeting: Motion to approve – John Ostroot; Second – Steve Schultz; In favor – all members
- C. New business:
- Capital campaign – Planning meetings with our accountant (Don Moffitt) and lawyer (Jonathan Johnsen) are scheduled for July 1. Jim Walfrand indicated that Mr. Johnsen was an early president of the Lexington Co-op and has worked on financing of Lexington, East Aurora, and Ithaca co-ops.
- D. Updates:
- Membership: 655 (gain of 16 from May 26)
  - Finance:

Balances –	Checking –	\$ 41,477.81
	CD-1 –	\$ 25,634.19
	CD-2 –	\$ 10,138.89
- In addition, expenditures in the \$700 range have each been made for tax returns and lawn signs on order. Development of the pro forma will cost \$6,500 and legal documents for the capital campaign will cost about \$15,000.
- Site Selection / Pro forma:

The site selection committee has started meeting with Hunt Commercial Real Estate on a weekly basis. Mr. Hunt recently queried his network of contacts and has found 8 or 9 available village properties that were not previously recognized by the board. Mark Storch commented that all the major local developers are now part of the discussions about the Village Co-op.
  - Marketing efforts:
    - A redesigned lawn sign has been ordered.
    - A new supply of cloth tote bags has been ordered and received.
    - An order of redesigned T-shirts will be placed soon. For now the board plans to have them available by donation at the farmers market tent, as is currently done.
    - Jon Carmen suggested having another membership give-away in July or August, since some time has gone by since the last one in February. This would involve another round of paid Facebook ads. The board approved an initial budget of \$1000: Motion – John Ostroot; Second – Jessica Mabie; All in favor.

E. Other business / comments:

- The board plans to have the Village Co-op march in the Old Home Days parade on July 13 at 6:30 pm. Member-owners are encouraged to participate.
- The open board position of Vice President will be filled by John Ostroot: Motion – Jim Walfrand; Second – Mary Ellen Haefner; All in favor.
- The board plans to start having live meetings, roughly quarterly, that ideally feature a guest speaker. Such a meeting, possibly combined with a park clean-up and picnic, will be targeted for August.
- To have more funds available for upcoming consulting expenditures, the board approved moving the balance of the matured CD into the checking account: Motion – Jon Carmen; Second – Mary Ellen Haefner; All in favor.

F. Questions/Discussion –

None.

G. Meeting adjourned at approximately 6:55 pm. Motion to adjourn – Steve Schultz; Second – John Ostroot; In favor – all members

**Next Monthly Meeting:** July 28, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm  
**Where:** TBD / Zoom Video Conferencing