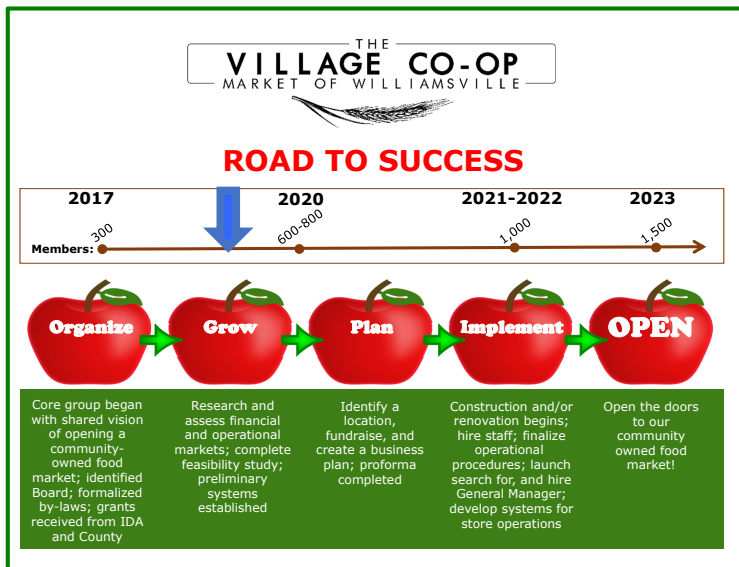


## Hello...

Summer greetings to all of our member-owners, friends, and neighbors! We hope that with the recent easing of some COVID-19 restrictions, you've been able to spend more time outdoors, reconnect with friends, and perhaps enjoy eating at some of the fine restaurants in our area. Don't forget to stay vigilant and use good protective measures to help keep this virus on the downturn!

At the Village Co-op's current growth stage, it is important that our member-owners be well-informed and able to spread the word about the Co-op in an easy-to-understand manner. Our Board members Jim Walfrand and Julie Yates recently conducted our first virtual member-owner orientation to help inform current member-owners and answer their questions so they are better equipped to help increase membership - the key step to opening OUR Co-op! More virtual orientations will be held soon...more information to come!

## Happy Summer!



Current Membership:

< **412** >

## THE TENT IS OPEN! THE TENT IS OPEN!

Our Village Co-op will, once again, have a presence at the Williamsville Farmer's Market each Saturday from 8am until 1pm to welcome potential members, answer their questions, and sign up new member-owners. Along with 2 Board members, there are 2 volunteer slots each week for the morning shift (7:30-10:30am) and the afternoon shift (10:30am-1pm).

If you would like to share the excitement and help recruit new member-owners, please sign up using the easy form on our website. There is a large yellow button/link on the main page at [www.villagecoopmarket.com](http://www.villagecoopmarket.com) where you can fill in your name for the date(s) and shift(s) you want.

It's a great way to meet new people, tell others why you joined, and help educate others on the benefits of having a co-op in the northtowns...right in our own commu



## DID YOU KNOW?

- You do NOT have to live in Williamsville to be a member-owner? You only have to live in New York State and be 18 years of age or older!
- The Village Co-op Market is **NOT** a crop share or farmers market? When we open, it will be an actual small-scale, full-service, bricks-and-mortar grocery store!

## < FOLLOW US! >





# FOOD FOR THOUGHT

Monthly Newsletter ✨ June 2020 ✨ Issue 2

## *What Are You Doing to Help YOUR Co-op Open Sooner?*

- ☐ Host a virtual house party
- ☐ Bring in 1 new member-owner
- ☐ Tell friends/family/neighbors about the co-op
- ☐ Volunteer at the Farmers Market co-op tent
- ☐ Offer to volunteer at another co-op event
- ☐ Put a co-op lawn sign in your front yard
- ☐ Buy a Village Co-op t-shirt
- ☐ Use your co-op tote bag when out in public
- ☐ Volunteer your skills/talents
- ☐ Follow us on Facebook, Instagram and Twitter
- ☐ Like and share our social media posts
- ☐ Distribute flyers in your neighborhood or at an event you attend

**Let us know how you'd like to help your co-op!**

Email us at: [info@villagecoopmarket.com](mailto:info@villagecoopmarket.com)



**Check out this short video to learn more...**

### **What's to Love about Food Co-ops?**

<https://www.youtube.com/watch?v=BpG8wzxlq00>

Want to know more about co-ops? Want to get a better idea of what our co-op will be like? Check out some of our fellow co-ops around the country that are either on their journey to opening a store or have a successful store already...

<https://chicagomarket.coop>

<https://gemcitymarket.com>

**Next Village Co-op Board Meeting**  
**Wed., June 24 / 6:30pm / Zoom virtual mtg.**

#### **Join Zoom Meeting:**

<https://us02web.zoom.us/j/89186868510?pwd=ajRYMnVPOXpVaXRPN0liTmtWNjZRQT09>

**Dial:** 1-646-558-8656  
**Meeting ID:** 891 8686 8510  
**Password:** 487842

## **VOLUNTEER spotlight**



**Jill Komm** became a member-owner of the Co-op in February 2018. In June of that year, a switch in careers provided extra time to seek new volunteer opportunities, which just happened to be the same time the Co-op was looking for help managing the website.

After a few months of maintaining the start-up site, Jill re-designed a new website, integrating online applications and payment options to help increase the co-op membership. In the professional world, Jill works in social media and communications for a non-profit organization.

"Volunteering for the co-op has allowed me to use my professional skills while helping to create a meaningful initiative in our community. I grew up in Williamsville and chose this area to raise my kids. I'm excited to have another healthy food option that focuses on locally sourced food for my family."

***Thank you, Jill, for being our Website Rockstar!***

## **CO-OP NEWS AND UPDATES**

The Williamsville Farmers Market recently opened for business on June 6. Our Co-op will have an information tent there again every Saturday. Please check our website to sign up to volunteer in the tent!

The Co-op Site Selection Committee is continuing to review available locations for the co-op's grocery store. Main Street in Williamsville was the focus of the 2018 feasibility study, and visibility along that corridor will mean the greatest likelihood of success for the store. Discussions with developers about likely construction costs are anticipated this summer.

The Village Co-op has gotten on the radar of the National Cooperative Bank (NCB), an institution that supports underserved communities, small business, and cooperative expansion initiatives. The NCB is currently helping finance a new co-op market startup in Virginia, and has financed expansion efforts at Buffalo's Lexington Co-Op: <https://www.ncb.coop/co-op-stories/lexington-real-foods-expands-with-ncb-financing>.