

The Village Co-Op Market of Williamsville

Board Meeting

AGENDA

When: Wednesday, May 1, 2019 @ 6:30pm | **Where:** Village Hall Auditorium

- A. Reading of Mission Statement – read by: Mary Ellen Haener
- B. Approval of minutes from April 3, 2019
- a. Motion to Approve Minutes: Ariana
 - b. 2nd: Julie
 - c. All in Favor: Yes - 4
- C. New business:
- a. Vote on appointing board member to replace Lynn Schwab with MaryEllen Haefner
 - i. Motion to Appoint MaryEllen Haefer: Emily
 - ii. 2nd: Ariana
 - iii. All in Favor: Yes - 4
- D. Updates:
- Membership – Emily
 - 311 member-owners to date
 - Finance – Emily
 - \$14,593.02 in account; CD \$25,000; no expenses this month
 - Taxes have been filed – nothing owed, nothing in return; thank you to Bryan Bingle for doing the taxes
 - Site Selection (Feasibility/Proforma) – Jim
 - Applied for grant from Launch New York; however, co-ops are not financed through the program; will seek out other grants
 - Jim interviewed with Amherst Bee on 5/1/19 for article about the Co-op to be published next week (5/8/19)
 - Marketing Committee – Julie
 - Campaign ‘4 Options’ – pushing to get new member-owners and giving current members 4 options of how to help
 - Distribution of flyers in neighborhoods
 - Current members to bring in 1 new member
 - Volunteer at the Co-op tent during this season’s Farmer’s Market
 - Have a house part
 - Big push for distribution of flyers (contact info@villagecoopmarket.com if interested)
 - Planning guest speaker for June 5 meeting (Lehigh Valley Depot, outside, 6:30pm); Lexington Co-op management will present on their two stores and successful journey
 - Next Marketing Committee meeting on May 15 at 6:30pm (location TBD)
 - Thank you to member-owner Mary Magoffin for purchasing sponsorship on behalf of the Co-op at the upcoming Grand Island Half Marathon; she was recognized on the website

Meeting adjourned: 7:10pm

- Motion: Ariana
- 2nd: Emily
- All in favor: All - 5

E. Other business:

- “The Different Between a Grocery Store and a Co-op” video shown to members; great dialogue around it
- Decision was made to send out the 4 min video to all members via MailChimp, and also put on website.

- ACTION ITEM: Julie to talk with Jill to add another tab/menu item on the website entitled “Why a Co-op?” and videos like this and other informative items can be placed there for easy access and viewing

F. Questions/Discussion

Next Meeting: Wednesday, June 5, 2019 @ 6:30 pm | **Where:** Williamsville Lehigh Valley Depot (outside)
Special Presentation by Lexington Co-op