

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, July 28, 2021 | Work Session 5:30pm | Board Meeting 6:30pm

Where: Zoom videoconferencing

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

- A. Reading of Mission Statement: by John Ostroot
- B. Approval of minutes from June 23 meeting: Motion to approve – Steve Schultz; Second – Jessica Mabie; In favor – all members
- C. New business:

2021 elections – Two board seats are up for election this year. The election will be held in November. The first MailChimp email to member-owners on the election process was sent out on July 27. An orientation session for prospective candidates is planned for Sep. 8.

D. Updates:

- Membership: 685 (gain of 30 from June 23)
- Finance:

Balances –	Checking –	\$ 38,172.18
	CD-1 –	25,634.19
	CD-2 –	10,138.89
	PayPal -	<u>3,031.34</u>
	Total -	\$ 76,976.60

Half of the pro forma development fees have been paid to the accountant.

- Site Selection / Pro forma:

There has been a lot of recent contact between the site selection committee, Hunt Commercial Real Estate, developers, and owners of various properties in the Village of Williamsville. Firm cost proposals on some properties are taking shape. Sites cannot be disclosed to the public at this time.

The initial pro forma has been completed by Don Moffitt, the consultant from Columinate. A followup meeting will be scheduled on Zoom on Tuesday, Aug. 3, to review the document with the board. The pro forma contains detailed cost and income estimates for the business, and will be revised as specific site costs become known.

- Marketing efforts:

- The board spent \$927 on the July Facebook ad campaign, and about 618 new email contacts have been collected. Overall, the campaign was not as successful as the first one last winter. The winner of the free co-op membership will be selected Aug. 1.

- Jim Walfrand had a lengthy interview with Peter Hunt on the latter's WBEN "r-House" radio show on July 24. Another interview is in the works, this time with Linda Pellegrino on her "Aging Gracefully" Sunday morning program on WBEN.
- An order of redesigned T-shirts is expected to arrive this week, and should be available at the July 31 farmers market. The proposed donation for these shirts will be \$20.

E. Other business / comments:

None.

F. Questions/Discussion –

None.

G. Meeting adjourned at approximately 6:45 pm. Motion to adjourn – John Ostroot; Second – Mary Ellen Haefner; In favor – all members

Next Monthly Meeting: August 25, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: TBD