

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, February 24, 2021 | 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, Jessica Mabie

- A. Reading of Mission Statement: by Steve Schultz
- B. Approval of minutes from January 27 meeting: Motion to approve – John Ostroot; Second – Julie Yates; In favor – all members
- C. New business:
- A drawing for a \$100 Nest gift card had been planned for this meeting, but the only member-owner referral mentioned on a new application was by a present board member, who is not eligible for the award. The drawing will be offered again, possibly in April.
- D. Updates:
- Membership: 467 (gain of 19 from Jan. 27)
 - Finance:

Balances –	Checking –	\$ 15,061.65
	Paypal –	\$ 3,775.10
	CD-1 –	\$ 25,627.84
	CD-2 –	\$ 10,133.84
- Mary Ellen Haefner also reports that Nancy Nuzzo has agreed to help out with accounting.
- Site Selection / Proforma:
Jim Walfrand and Mark Storch met with the Amherst IDA to review possible building sites and to discuss a possible partnership with an existing food service (such as a butcher shop). The IDA plans to follow up with developers to help us along with site selection.
 - Marketing efforts: The current initiatives include --
 - Flyer distribution door-to-door – Distribution to 6,000 homes in Snyder and Cheektowaga is well underway, with 10,000 more scheduled for Williamsville and Getzville in March.
 - Advertising via Facebook and Instagram – Ads targeted to local zip codes have captured hundreds of email addresses and resulted in several new memberships this month. The drawing for a free \$150 gift card to be used toward Co-op membership is scheduled for March 1, at which time a random email will be selected as winner.
 - Gift card drawings for Co-op member-owners who recruit new members – will involve a \$100 gift card to a local business; next drawing in a couple of months.
 - Williamsville Farmers Market – Julie Yates indicated that Al Yates will be passing on his market committee duties to Jim Walfrand and Steve Schultz. The WBA calendar has the market beginning on May 15.

E. Other business / comments:

- Julie Yates has announced that she is moving away from Williamsville in April. Julie has been a main driving force behind the Co-op since its inception, and she will be missed. Anyone interested in being appointed to her board seat should contact the Village Co-op.

F. Questions/Discussion –

None

G. Meeting adjourned at approximately 6:45 pm. Motion to adjourn – Steve Schultz; Second – Jim Walfrand; In favor – all members

Next Monthly Meeting: March 24, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing