

The Village Co-Op Market of Williamsville

Board Meeting Minutes

When: Wednesday, September 23, 2020 | Work Session 5:30pm | Board Meeting 6:30pm
Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Julie Yates, Mary Ellen Haefner, Mark Storch, Steve Schultz, John Ostroot, Ariana Martínez

- A. Reading of Mission Statement: by Steve Schultz
- B. Approval of minutes from August 26 meeting: Motion to approve – John Ostroot; Second – Mary Ellen Haefner; In favor – all members
- C. New business:
- Member-owner orientations: Jim Walfrand and Julie Yates held the last session on Sep. 21, with a couple of member-owners in attendance. These sessions are important to give member-owners more detailed information on co-op market benefits to help spread the word for people to join. Another one will be planned for the fall, and we will try to advertise it on Facebook.
- D. Updates:
- Membership: 434
 - Finance: Balances – Checking – \$18,383.76; CD-1 – \$25,563.41; CD-2 – \$10,131.32
 - Site Selection / Proforma: There are no new developments with potential sites. Parties involved with the possible lease opportunity at an existing business are aware of our interest.
 - Marketing:
 - Williamsville Farmers Market continues to be the Co-op's main regular exposure to the public. Volunteers are encouraged to help staff the tent. The market runs through Oct. 31.
 - Jon Carmen and Jill Komm continue to work on the Facebook and Instagram campaigns and enhance the Co-op website. A new Paypal checkout feature is being developed.
- E. Other business / comments:
- Election Committee update: There are two applicants, including an existing board member and a new candidate. Voting will run November 8 – 21.
 - FCI Peer Group – We will be joining a new monthly virtual gathering of co-op startups to exchange ideas and gather information on each other's progress. These sessions are coordinated by Food Co-op Initiative, a non-profit that helps co-ops with training, technical assistance, and other resources. The first session for our group is scheduled for Thursday, Oct. 8.

F. Questions/Discussion –

- Jim suggested starting an email collection list at the Farmers Market tent so that interested parties who haven't joined can still be contacted and provided information from the Co-op.

G. Meeting adjourned at approximately 6:45 pm. Motion to adjourn – Julie Yates; Second – Ariana Martínez; In favor – all members

Next Meeting: October 28, 2020; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing