

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Work sessions –
Wednesday, May 19, 2021, 6:00pm & Wednesday, May 26, 2021, 5:30pm
Board Meeting –
Wednesday, May 26, 2021, 6:30pm
Where: Zoom videoconferencing

Board Meeting: May 26 Attendees: Jim Walfrand, Steve Schultz, Mark Storch, Mary Ellen Haefner, John Ostroot, Jon Carmen

- A. Reading of Mission Statement: by John Ostroot
- B. Approval of minutes from April 28 meeting: Motion to approve – Steve Schultz; Second – Jim Walfrand; In favor – all members
- C. New business:
 - 1. Capital campaign – In conjunction with site selection, planning for this will begin soon.
 - 2. Selection of a realtor – An agreement with a local commercial realtor is in final stages. This company will help the Village Co-op secure the best store site of the choices available.
- D. Updates:
 - Membership: 639 (gain of 20 from April 28)
 - Finance:

Balances –	Checking –	\$ 33,365.61
	Paypal –	\$ 6,692.11
	CD-1 –	\$ 25,634.19
	CD-2 –	\$ 10,136.34

In addition to items in (C) above, Don Moffitt, our financial consultant, will be working on our proforma in conjunction with finalizing a store site. This document will lay out all the financial projections for the co-op.

- Marketing efforts:
 - Paid advertising campaigns are on hold for now.
 - A press release to a variety of media outlets will be issued to highlight our upcoming capital campaign and realtor agreement, when the latter is finalized.
 - A redesigned lawn sign will be ordered to replenish our current stock.
 - New tote bags will be ordered.
 - The Williamsville Farmers Market opens June 5. Volunteers to help with the co-op tent can sign up for available Saturday openings at <https://www.villagecoopmarket.com/>.

E. Other business / comments:

- FCI has a Facebook group called Startup Co-op Food Messaging and it's a great place for ideas, success stories and thought points. A recent post from Kingston Co-op strongly suggested using Google for all aspects of the operations to include Chat, Docs, Sheets, Gmail. This ensures a more seamless and secure platform.

F. Questions/Discussion –

None.

G. Meeting adjourned at approximately 6:55 pm. Motion to adjourn – John Ostroot; Second – Jim Walfrand; In favor – all members

Next Monthly Meeting: June 23, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: TBD / Zoom Video Conferencing