

## The Village Co-Op Market of Williamsville Board Meeting Minuets

**When:** Wednesday, April 20, 2022, |work session 5:30 / board meeting 6:30pm

**Where:** Zoom videoconferencing / link: <https://zoom.us/j/3205921689>

**Board Meeting:** Jim Walfrand, Jon Carmen, David Gardner, Steven Schultz, Mark Storch, Jessica Mabie

- A. Reading of Mission Statement – Steven Schultz
- B. Approval of minutes from March 16, 2022
  - a. Motion to Approve: Steven Schultz, Second: David Gardner
    - i. All in favor: 6 Yes, 1 Absent; Motion Passes
- C. Updates
  - a. Membership – 728 Member – Owners
  - b. Finance:

Balances –	Checking –	\$ 62,733.01
	CD-2 –	\$ 10,141.16
	PayPal -	\$ 1,989.78
	Total -	\$ 74,863.95
  - c. Site Selection / Pro forma:
    - i. The board held a meeting with one of our financial advisors to discuss a new location.
      - 1. The board will be processing the pro forma numbers once received to help determine its viability.
      - 2. Currently the board has reviewed over ten locations.
      - 3. Jim Walfrand gave a brief informative update to the member owners.
        - a. The board will be posting our open zoom meeting session to our social media platforms.
        - b. Jim Walfrand gave a brief overview of the site selection process.
  - d. Marketing
    - i. Jon Carmen will continue to manage our social media campaign
    - ii. The board does not plan to spend more on our marketing efforts until we launch our Capital Campaign.
    - iii. Jon stated that our monthly board meeting recordings have been getting interaction and suggested this become a normal process.

- e. Capital Campaign
  - i. The board is continuing to evaluate campaign managers
    - 1. Jon Carmen continues his efforts to find the best campaign managers that fit our needs.
  
- f. Farmers Market
  - i. Steven Schultz has updated this year's farmers market calendar and will be posting it to our website shortly.
  
  - ii. The board stressed the need for volunteers to help man the booth
    - 1. Our farmers market calendar will contain a link for volunteer sign ups as well as our website posting.

D. Questions / Discussion

- a. The board discussed sending out a survey to all member owners asking for input on the site location
- b. Jon Carmen discussed the national cooperative conference held in Wisconsin.
  - i. The board discussed the possibility of sending a representative, the board feels the need for further discussions.

- E. Motion to Adjourn: Steven Schultz, Second: Jon Carmen
  - i. All in favor: 6 Yes 1 Absent; Motion Passes (6:55 pm)

**Next Meeting:** Wednesday, May 18, 2022; Work Session - 5:30pm, Board Meeting - 6:30pm  
**Where:** Zoom videoconferencing **The Village Co-Op Market of Williamsville**