

The Village Co-Op Market of Williamsville Board Meeting Minutes

March 7, 2020

Where: Village Hall | **When:** Wednesday, February 26, 2020
Work Session 5:30 pm | Board Meeting 6:30 pm

Attendees: Jim Walfrand (via telephone), Ariana Martínez, Mary Ellen Haefner, Mark Storch, John Ostroot, Al Yates (Village trustee)

- A. Reading of Mission Statement: read by Mary Ellen Haefner
- B. Approval of minutes from January 8 and January 18 meetings: Motion to approve – Ariana Martínez; Second – Mary Ellen Haefner; All in favor – 5 members
- C. New business:
- Annual member-owner meeting: planned for Village Hall, March 25
- D. Updates:
- Membership: 402
 - Finance: Checking - \$16,639.41; CD #1 – \$25,499.96 (matures May 5); CD #2 - \$10,000.00 (matures Sep. 18)
 - Site Selection / Proforma: There are no specific site selection or financing efforts at this time. Regarding future loan availability, there is a possible work-around to the requirement that a co-op board would have to be the guarantor of an SBA loan through the National Cooperative Bank. Fredericksburg VA has a co-op in development with some knowledge of this.
 - Marketing Committee: The marketing effort is being restructured, largely as a result of committee turnover and the need to boost membership numbers. The next goal for membership is at least 600 this year, so that the next phase of co-op development and site selection can begin. The Board has had a lot of recent discussions on the most effective types of activities to focus on. We are considering hiring a paid marketing coordinator or 'event planner' as other co-ops have done.
- E. Other business:
- A recent meeting of the Williamsville Farmer's Market generated some negative sentiment about the Co-op Market, as if the co-op would replace the Farmer's Market and the vendors' ability to sell products. The Board is considering writing the vendors a letter to explain the co-op's mission and possibility that the co-op could buy unsold produce from the Farmer's Market.
 - Ariana Martínez will find out from the social media coordinator if social media updates are linked to the co-op web site.
- F. Questions/Discussion
- A member-owner has had discussions with an individual who may be able to help with marketing, and a specific proposal will be sought. Initial ideas are to have a specific marketing plan for the next 6 months, 12 months, and 24 months. Possible ideas for tabling events include the Northtown Center, softball games, and car shows. A working organizational calendar for use by the Board should be considered.
- G. Meeting adjourned at approx. 7:05 pm. Motion to adjourn – Mary Ellen Haefner; Second – Jim Walfrand; All in favor – 5 members

<p>Next Meeting: March 25, 2020; Work Session @ 5:30pm, Board Meeting 6:30pm Where: Village Hall</p>
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