

The Village Co-Op Market of Williamsville
Board Meeting
MINUTES

Where: Village Hall | **When:** Wednesday, December 4, 2019 at 6:30pm

- A. Reading of Mission Statement: Read by Emily Murphy
- B. Approval of minutes from November 6 meeting
- Motion to Approve: Ariana
 - 2nd: Jim
 - All in favor: 5
- C. New business:
- Gift Certificates
- D. Updates:
- Membership – Emily
 - 396 member-owners
 - Finance – Emily
 - \$25,806.08; \$25K in CD
 - Annual expenses this month for mailbox, QuickBooks and WBA membership
 - **ACTION ITEM: Jim to reach out to insurance company about Board insurance and find out about renewal process (date and amount)**
 - Site Selection/Proforma – Jim
 - Co-op National Bank requested letter from us for SBA 7A program; Jim completed draft letter and once finalized, will bring it back to Board for review and signatures (to be sent to higher elected officials)
 - Senator Schumer has expressed interest to help co-ops in New York
 - Marketing Committee – Ariana
 - Holiday Tree/Wreath/Swag Sale: event on December 7 at Town Lot from 10am until 4pm; selling trees, wreaths and swags;
 - **ACTION ITEM: Julie to add costs to Square: Trees \$50, Wreaths \$30, Swags \$20**
 - Membership Drive: free wreath with purchase of membership through Dec 7
 - Survey: Sent to members; 75 responded; will be used for 2020 Marketing Plan; survey will be available for another month (end of January?); email reminder will be sent to members again
 - Election Committee update – Cheryl/MaryEllen
 - 24% of members voted (94); 3 Board members elected and 1 to be appointed
 - Motion to Approve 3 Elected Board Members (Haefner, Storch, Schultz): Ariana
 - 2nd: Jim
 - All in Favor: All 5 Yes

 - Motion to Appoint New Board Member (J. Ostrout): Ariana
 - 2nd: Jim
 - All in Favor: All 5 Yes
- E. Other business:
- January meeting date TBD (possible Jan 8)
 - **ACTION ITEM: Julie to prepare several gift card packets for Saturday event**
- F. Motion to Adjourn Meeting: Ariana
2nd: Emily
All in Favor: All 5 Yes

Questions/Discussion

- ACTION ITEM: Ariana to ask Jill Komm for recommendation of Mail service (i.e., Mailchimp or other, and whether we upgrade to paid account)
- ACTION ITEM: Is it feasible to loop 'What is a coop?' video in tent on Dec 7
- ACTION ITEM: Julie to have Jill put 'What is a coop?' video on About page of Website

Next Meeting: To be determined at December meeting (will be communicated to members/public)

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