

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Work session - Tuesday, Apr. 27, 2021, 5:30pm
Board Meeting – Wednesday, Apr. 28, 2021, 6:30pm

Where: Zoom Video Conferencing

Board Meeting: April 28 Attendees: Jim Walfrand, Mary Ellen Haefner, Steve Schultz,
Mark Storch, Jessica Mabie, John Ostroot, Julie Yates, Jon Carmen

- A. Reading of Mission Statement: by Julie Yates
- B. Approval of minutes from March 24 meeting: Motion to approve – Steve Schultz; Second – John Ostroot; In favor – all members
- C. New business:
- New board member approval – Jon Carmen has been appointed to the board seat vacated by Julie Yates. Motion to approve – Julie Yates; Second – Jim Walfrand; In favor – all members.
 - Tabling opportunity at YMCA – The Independent Health YMCA has invited the Co-op to have a table at the Healthy Kids Day event on May 15, 11:00 – 2:00. The YMCA program director indicated that there will be a lot of activity and the Co-op should get some good exposure. Julie suggested that we have a giveaway.
- D. Updates:
- Membership: 619 (gain of 92 from March 24)
 - Finance: Balances –

Checking –	\$ 34,400.14
Paypal –	\$ 4,215.15
CD-1 –	\$ 25,627.84
CD-2 –	\$ 10,136.34
- Tax returns have been filed; no federal tax is due and about \$25 is due to New York State.
- Site Selection / Proforma:

Jim Walfrand, Mark Storch, and other site selection committee members met with three commercial realtors to discuss their capabilities for finding a site for the co-op grocery store. One of these will be recommended to the board. There are multiple sites to evaluate in the village of Williamsville.

Jim indicated that we will try to get assistance with our site selection / proforma and capital campaign from Food Co-op Initiative, the national organization that provides training and technical assistance to food co-ops. By the end of the year, the Co-op hopes to have an agreement in place with developers for a store site.
 - Marketing efforts:

Advertising via Facebook and Instagram, targeted to local zip codes, has ended for the time-being after a successful \$3000 campaign over the winter and early spring. Approximately 1200 email addresses have been captured, and the Co-op will follow up on those who have not become member-owners yet. The Co-op will work on additional efforts to keep current member-owners engaged.

E. Other business / comments:

- The Williamsville Farmers Market starts June 5 in the parking lot between Amherst Town Hall and the library. Volunteers are requested for helping with the Co-op tent. There will be a board member present for all shifts, which run 7:30 to 10:30, and 10:30 to 1:00. An online sign-up sheet will be linked to the Co-op website sometime in May.

F. Questions/Discussion –

None.

G. Meeting adjourned at approximately 7:00 pm. Motion to adjourn – John Ostroot; Second – Jessica Mabie; In favor – all members

Next Monthly Meeting: May 26, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: TBD / Zoom Video Conferencing