

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, April 22, 2020 | Work Session 5:30 pm | Board Meeting 6:30 pm
Followup Work Session: Sunday, April 26, 9:00 am
Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Ariana Martínez, Julie Yates, Mary Ellen Haefner, Steve Schultz, Mark Storch, John Ostroot, Al Yates (Village trustee; present for most of 4/22 and 4/26 meetings)

- A. Reading of Mission Statement: by John Ostroot
- B. Approval of minutes from February 26 meeting: Motion to approve – Julie Yates; Second – Ariana Martínez; In favor – all members
- C. New business:
- Annual Meeting of Member-Owners to be rescheduled
- D. Updates:
- Membership: 403
 - Finance: Checking - \$15,662.413; CDs – \$35,543.23 (one matures May 5)
 - Site Selection / Proforma: There are efforts in the works to find out in more detail the prospects for one of the sites covered in the 2018 feasibility study.
 - Marketing Committee: The marketing effort is still being reevaluated, and we are actively looking for a marketing coordinator or event planner. More involvement with the Farmers Market and finding other local events are being discussed.
- E. Other business / comments:
- There was a recent series of webinars presented by the Food Co-op Initiative via their fci.coop web site. Topics focused on how co-ops are managing to get through the current COVID-19 pandemic, including raising capital and continuing with startup efforts. The co-op model has been found to be advantageous in terms of avoiding some of the food supply chain disruptions currently going on with large supermarkets due to COVID-19. The webinars are archived in Google Drive, and those interested should contact Mary Ellen Haefner to get the file information. Mary Ellen will work with Jill Komm to see if it is possible to link the video series to the Co-op's web site.
 - Jim Walfrand mentioned that the USDA views farmers markets and food co-ops favorably for effective food distribution during the current pandemic. Grocery markets have seen sales rise 25%.
 - Jim indicated his intent to conduct some co-op training / orientation on Zoom for both member-owners and the general public (also see Section F below).
 - As the Williamsville Farmers Market is going through a challenging time with COVID-19, member-owners and others may consider a donation via GoFundMe: <https://www.gofundme.com/f/help-williamsville-farmers-market-stay-alive>
 - Again, the Co-op stresses the need for volunteers to support the Farmers Market and other marketing efforts. A volunteer sign-up sheet should be available soon.
- F. Questions/Discussion
- In reference to the training / orientation mentioned above, a member-owner suggested that the event could be tailored into a social gathering for more enjoyment.

- G. Meeting adjourned at approx. 6:55 pm. Motion to adjourn – Steve Schultz; Second – John Ostroot; In favor – all members

Next Meeting: May 27, 2020; Work Session @ 5:30pm, Board Meeting 6:30pm
Where: TBD