

The Village Co-Op Market of Williamsville

Board Meeting Minutes

When: Wednesday, May 27, 2020 | Work Session 5:30pm | Board Meeting 6:30pm

Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Ariana Martínez, Julie Yates, Mary Ellen Haefner, Steve Schultz, Mark Storch, John Ostroy

- A. Reading of Mission Statement: by Julie Yates
- B. Approval of minutes from April 22 meeting: Motion to approve – John Ostroy; Second – Julie Yates; In favor – all members
- C. New business:
- Farmers Market food distribution is on hold and will not start June 6, due to community block grant funding delays. The Village Co-op tent will not be able to be set up at the market until at least June 13, which will need to be confirmed. A note about the delay has been added to the volunteer signup list linked to the co-op website, and volunteers should be notified by email.
- D. Updates:
- Membership: 405
 - Finance: Checking - \$15,877.83; CDs – approx. \$35,606.00; \$1705 in grant money w/ Town of Amherst. Corrections to tax returns for 2017-2019 are in process.
 - Site Selection / Proforma: Mark Storch (board member) and Dave Sutton have been added to the Site Selection Committee. Available sites along Main Street are being reviewed, and proforma will follow when more specifics are known. The National Cooperative Bank, which is helping finance the new co-op in Fredericksburg VA, and Evans Bank are considered our partners for future financing.
 - Marketing: A member-owner with a background in advertising has volunteered to help with marketing through Facebook and Instagram, and the board has authorized an initial budget. This effort should start within the next week after the board reviews the initial plan that was submitted.

The first Village Co-op newsletter, “Food for Thought,” has been published and is available on the “News / Events” page of the Village Co-op website (villagecoopmarket.com/newsletters). An email to member-owners has been sent with a link to the web page.

- E. Other business / comments:
- Jim and Julie will soon hold co-op training / orientation on Zoom for both member-owners and the general public; meeting info to follow. Member-owners identified this training need as part of a survey, to make them better able to explain food co-op concepts and benefits to prospective members.

- Mary Ellen indicated that a recent Food Co-op Initiative COVIDEO Series webinar on market studies featured Debbie Suassuna, who performed our co-op's feasibility study for G2G Research Group. The COVIDEO Series, which discusses various food co-op issues during the current pandemic, is available on Youtube:
<https://www.youtube.com/playlist?list=PLZi0T19YiBFJSpNwQCD7XrjOauuzTXmm8>
- The Williamsville Farmers Market's GoFundMe page is still available for donations:
<https://www.gofundme.com/f/help-williamsville-farmers-market-stay-alive>.
At present, \$1305 of their \$5000 goal has been raised.

F. Questions/Discussion – None

G. Meeting adjourned at approx. 6:52 pm. Motion to adjourn – Julie Yates; Second – Ariana Martínez; In favor – all members

<p>Next Meeting: June 24, 2020; Work Session @ 5:30pm, Board Meeting @ 6:30pm Where: TBD</p>
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