

# The Village Co-Op Market of Williamsville Board Meeting Minutes

**When:** Wednesday, November 23, 2021 | Work Session 5:30pm | Board Meeting 6:30pm

**Where:** Zoom videoconferencing

**Attendees:** Steve Schultz, Jon Carmen, Mary Ellen Haefner,  
John Ostroot, Jessica Mabie, Mark Storch

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- A. Reading of Mission Statement: by John Ostroot
- B. Approval of minutes from Oct. 27 meeting: Motion to approve – Steve Schultz; Second – John Ostroot; In favor – all members

C. New business:

A “Holiday in the Village” event for December 4 from 10:00 to 5:00 has been posted at the Williamsville Business Association website. The emphasis seems to be on shopping at the various stores on Main, along with a Santa appearance at the Village Meeting House, carolling, and tree lighting. There was no mention of a market similar to what was held in past years, but the Co-op will see if there is an opportunity to set up a display.

D. Updates:

- Membership: 724 (gain of 4 from Oct. 27)

Election: November 20 was the last day of the election. Ballots are still being counted, and final results are anticipated in about a week. There were about 120 online and six or seven mailed ballots. This met the by-law requirement of 50 member-owners or 10%, whichever is less. Results will be announced at the December board meeting.

• Finance:	Balances –	Checking –	\$ 65,064.17
		CD-1 (matured 11/5/21) –	-----
		CD-2 (matures 3/18/22) –	10,139.65
		PayPal -	1,586.97
		<u>Total -</u>	<u>\$ 76,790.79</u>

An expenditure of \$1298 went to G2G Research / Columinate for the recent update to the feasibility study for a new possible store site.

The Co-op mailbox was recently renewed for \$255 for another year.

- Site Selection / Pro forma:

John Ostroot explained that there is currently one store site that appears to meet the Co-op’s financial requirements, with more details needed on another site. A number of smaller sites on the order of 6,000 square feet have been considered (some in older buildings), but the feasibility study consultant at G2G Research has been firm in her recommendation to stay with a larger footprint of at least 10,000 square feet. One of the sites currently under consideration easily meets this requirement.

The board plans to move forward on a lease proposal for the currently preferred site, which will enable more negotiations while finances and layout of an additional site are worked out. The last pro forma review with the accountant was November 16, and more are planned. This detailed financial spreadsheet holds the key to how much the Co-op's capital campaign will need to raise. The board is still trying to have a lease signed in the next couple of months. The capital campaign would begin in the late winter or early spring.

- Marketing efforts:

Jon Carmen is continuing a posting presence on Facebook, Instagram, and Nextdoor.com, and is looking into a holiday promotion for offering gift memberships.

The board is also hoping to hold membership signup events at the new store site once it is announced, provided the Co-op can gain access to the space. Most co-ops see a drastic increase in new members once the public knows where the store will be.

E. Other business / comments:

None

F. Questions / Discussion –

Steve Schultz asked if we had a good idea of the number of new members attracted by the door-to-door flyer we distributed last spring. The flyer reached at least 16,000 homes in Amherst and Cheektowaga. Based on responses of new members as to how they heard about the co-op, it was not clear that the flyers were a major source of awareness.

G. Meeting adjourned at 6:45 pm. Motion to adjourn – Steve Schultz; Second – Jon Carmen; In favor – all members

<p><b>Next Monthly Meeting:</b> December 22, 2021; Work Session @ 5:30pm, Board Meeting @ 6:30pm <b>Where:</b> Zoom videoconferencing</p>
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