

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, November 18, 2020 | Work Session 5:30pm | Board Meeting 6:30pm
Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Julie Yates, Mary Ellen Haefner, Steve Schultz, John Ostroot, Mark Storch

- A. Reading of Mission Statement: by Julie Yates
- B. Approval of minutes from October 28 meeting: Motion to approve – John Ostroot; Second – Julie Yates; In favor – all members
- C. New business:
- FCI Peer Group – The November 12 meeting focused on annual budgets. Discussion included the importance of co-op budget strategy being tied to the co-op’s goals. Committees operated by a co-op need to have budget approved by board or, for later-stage co-ops, the general manager. National Co+op Grocers has a budgeting data base available to co-ops that are approved for membership. A budget template was made available to the peer group. Mary Ellen agreed to find out if there is a typical Stage 2 co-op budget document available for review.

The topic for the December 10 FCI Peer Group meeting has not been announced yet.
 - New promotional activities –

Web site / social media: The new landing page and Paypal portion of web site have been completed. One person has successfully applied for membership and paid using these features. Volunteers will now work on a MailChimp automation series to set up targeted emails using the social media sites.

Door-to-door distribution of a printed brochure is planned for early next year, beginning in Snyder. Thousands of homes in Amherst and western Clarence can be covered during the year.
- D. Updates:
- Membership: 440
 - Finance: Balances – Checking – \$18,634.66; CD-1 – \$25,627.84; CD-2 – \$10,131.32
Other items – UPS mailbox, GoDaddy, and Microsoft 365 have been paid for the next year.
 - Site Selection / Proforma: There are no new developments. The board plans to contact the author of the 2018 feasibility study about any updates to co-op planning (e.g., store size) nationally, based on the current COVID-19 environment.
 - Marketing:
 - In addition to brochure distribution mentioned above, this winter we plan to have gift card drawings for Co-op member-owners who recruit new members.

E. Other business / comments:

- Election Committee update: Voting for new board members closes Nov. 21 (Saturday). To date, six paper ballots were returned out of 40 sent, and the electronic vote totals are not available yet.

F. Questions/Discussion – None.

G. Meeting adjourned at approximately 6:50 pm. Motion to adjourn – Julie Yates; Second – Mary Ellen Haefner; In favor – all members

Next Meeting: December 16, 2020; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing