

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, February 16, 2022, |work session 5:30 / board meeting 6:30pm

Where: Zoom videoconferencing / link: <https://zoom.us/j/3205921689>

Attendees: Jon Carmen, David Gardner, Mary Ellen Haefner, Jessica Mabie

Board Meeting:

- A. Reading of Mission Statement – David Gardner
- B. Approval of minutes from February 16, 2022
 - a. Motion to Approve: Jon Carmen, Second: David Gardner
 - i. Vote: All Present – Yes (4)
- C. Updates
 - a. Membership – 728 Member-Owners
 - b. Finance:

Balances –	Checking –	\$ 64,058.97
	CD-2 (matures 3/18/22) –	10,140.41
	PayPal -	1,989.78
	Total -	\$ 76,189.16
 - c. Site Selection / Pro forma:
 - i. Jon Carmen discussed that the board is inquiring on a new location within the village limits
 - 1. The location will be a new build and would take an estimated two years to open.
 - ii. We are still reviewing proposals from our other two sites
 - 1. Both locations have about a year and a half until open as they have existing foundations
 - iii. Jim Walfrand has met with both national and local financial institutions to discuss the possibility of working with them soon
 - 1. All meetings have yielded positive results thus far.
 - iv. We will be providing a business plan containing our feasibility study, Pro Forma and Executive Summary to our developers for review.
 - d. Marketing
 - i. Jon Carmen said we were getting some feedback through our social media campaigns, and we will continue to pursue this while planning for our capital campaign launch.
 - ii. We have sent several Facebook ads out and hope to see more interest generated as we begin to circulate digital flyers

- e. Capital Campaign
 - i. Jon Carmen is still in the process of interviewing campaign managers
 - ii. We still have the possibility of acquiring two individuals to help manage the campaign, there is a possibility of using a contracted service as well.
 - iii. The capital campaign will launch when we finalize our site location

- D. Questions / Discussion
 - a. We discussed our thoughts on the new location and informed member owners that we cannot release the name of the locations currently in review
 - b. We discussed with the member owners the possibility of join in on the next upcoming farmer's market

- E. Motion to Adjourn: Jon Carmen, Second: Jessica Mabie
 - a. Vote – All Present – Yes (4) Meeting Adjourned at: 6:48pm

<p>Next Meeting: Wednesday, Mar. 16, 2022; Work Session - 5:30pm, Board Meeting - 6:30pm</p>

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