

The Village Co-Op Market of Williamsville Board Meeting Minutes

When: Wednesday, October 28, 2020 | Work Session 5:30pm | Board Meeting 6:30pm
Where: Zoom Video Conferencing

Attendees: Jim Walfrand, Julie Yates, Ariana Martínez, Mary Ellen Haefner, Steve Schultz, John Ostroot, Mark Storch (5:30-5:50)

- A. Reading of Mission Statement: by John Ostroot
- B. Approval of minutes from September 23 meeting: Motion to approve – Julie Yates; Second – Mary Ellen Haefner; In favor – all members
- C. New business:
- SWOT analysis results: Julie summarized the SWOT meeting held by the board on Oct. 7, including some of the strengths and weaknesses identified. For action items, the board is looking for high-impact, low-effort activities that will promote the Co-op and reach more potential member-owners. Examples include a raffle and door-to-door flyer distribution. More ideas should come from the Food Co-op Initiative (FCI) Peer Group discussions in which the Co-op is now participating monthly (see next item).
 - FCI Peer Group: This monthly series of videoconferences with five other co-op startups began on Oct. 8. The meeting moderator is highly regarded and has a lot of co-op experience. The first meeting was generally a get-acquainted session and opportunity for the various co-ops to indicate their main problem areas, which most of the co-ops shared. These areas included capital campaigns, member-owner growth, board member engagement, outreach during COVID, marketing, staffing, budgeting, getting member-owners engaged, and funding (SBA, other resources). Jim indicated an interest in finding out if any of the co-ops would have a change in their business plan as a result of their proforma / financial campaign. The Nov. 12 meeting will focus on creating an annual budget.
- D. Updates:
- Membership: 438
 - Finance: Balances – Checking – \$18,729.66; CD-1 – \$25,563.41; CD-2 – \$10,131.32
Other items – 1. Website has been paid for the next two years.
2. The CPA firm needs to be contacted for upcoming accounting costs.
 - Site Selection / Proforma: There are no new developments with potential sites that can be reported.
 - Marketing:
 - Williamsville Farmers Market's last day is Saturday, Oct. 31.
 - Christmas tree sale / mini- farmers market: Trees, weathers, and other items are available for a sale, tentatively planned for Saturday, Dec. 5, from 10:00 to 2:00 in Island Park, subject to confirmation from the Village. Approximately 8 vendors from the Williamsville Farmers Market are interested. The board voted to proceed with this activity (motion by Jim Walfrand, second by John Ostroot, all in favor).

- Co-op website upgrades are essentially complete, and the social media campaign can now move forward.
- Gift memberships to the Co-op will be promoted for member-owners to give during the holidays.

E. Other business / comments:

- The next two board meetings will be moved to the preceding week to avoid conflicts with the holidays: November 18 (instead of 25) and December 16 (instead of 23). These changes will be communicated via email and shown on the website.
- Election Committee update: There are two applicants, including an existing board member and a new candidate. Member-owners will be notified to vote from November 8 – 21.

F. Questions/Discussion – None

G. Meeting adjourned at approximately 7:00 pm. Motion to adjourn – Julie Yates; Second – Jim Walfrand; In favor – all members

Next Meeting: November 18, 2020; Work Session @ 5:30pm, Board Meeting @ 6:30pm
Where: Zoom Video Conferencing