



MEETING AGENDA
Whitewater Grocery Co
Board of Directors

Whitewater Grocery Co.'s mission is to support farm to table eating, to be a model of environmental sustainability, to stimulate the local economy, and to create a "third space" for the Whitewater community. To accomplish this mission, we will build a grocery store that sells local and organic foods and is as affordable and accessible as possible.

Date: April 17, 2018

Time: 7:00 p.m.

Location: Whitewater Innovation Center, 1221 Innovation Drive, Whitewater WI (Suite 118)

Description: Special Meeting of the Board of Directors of the Whitewater Grocery Co.

Invited: Board of Directors, all owners of the Whitewater Grocery Co.

1. Call to Order (5 min.)
 - a. Reading of Mission & Vision
 - b. Intention of Meeting: provide updates on individual actions since last meeting
2. Owner Comment Period
 - a. No formal Board action will be taken during this meeting although issues raised may become a part of a future agenda. Owners are allotted a three-minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, Owners are invited to speak to those specific issues at the time the Board discusses that particular item.
3. Updates on assigned projects or research:
 - a. Pro forma Update - Lacey, Greg, Jen, Brienne (10 min.)
 - b. Study Confidentiality - Lacey (10 min.) *vote on the confidentiality of our initial Market Study and Pro Forma results and how to best share them.*
4. Board Learning: Assessing Readiness for 2B - Lacey (10 min.)
 - a. Market Feasibility
 - b. Financial Feasibility
 - c. Internal Capacity
 - d. Ownership = 450 to 500
5. Strategic Planning / Goals Setting and Timeline - All (15 min.)
 - a. Alliance and Opportunity Exploration
 - b. Review and Update Ownership Goals
 - c. Review and Update Timeline
 - d. Form and appoint Site Selection Committee
6. Board Training Opportunities (5 min.)
 - a. Conferences - Review and approval of travel/lodging expenses for two conferences (Lacey request) from board training budget.



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- i. CCMA
 - ii. National Rural Grocers Conference
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7. Needs Assessment Review - Lacey (5 min.)
 - a. Report on information learned regarding the hiring of an Outreach Coordinator
 8. Review of Meeting - All (5 min.)
 9. Board member requests for future agenda items
 10. Adjourn