



MEETING AGENDA  
Whitewater Grocery Co  
Board of Directors

Mission & Vision: *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: Monday, December 10, 2018

Meeting Time: 6:30 p.m.

Location: Whitewater Innovation Center, 1221 Innovation Drive, Whitewater WI

Description: 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 to the Board and Owners on our progress in the feasibility research of Whitewater Grocery Co., review the outline for the business plan, and discuss the pro forma.
  - c. Agenda review and approval.
2. Owner Comment Period (*up to 10 minutes - 3 minutes per owner*) - 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. Presentation on upcoming Receipt Campaign (10 minutes) Sarah Hoots
4. Consent Agenda (5 min.) - Items may be removed from the consent agenda on the request of any one member. Items not removed may be adopted by general consent without debate. Removed items may be taken up either immediately after the consent agenda or placed later on the agenda at the discretion of the board.
  - a. Approval of minutes from the November Board Meeting
  - b. Approval of Committee Reports
    - i. Outreach and Ownership Committee
    - ii. Board Development Committee
    - iii. Business Administration Committee
    - iv. Site Selection Committee
    - v. Finance & Legal Committee
5. Action Items from Last Meeting (10 min.)
  - a. *Ownership & Outreach Committee will follow up with the people who took advantage of the childcare for their feedback.*
  - b. *Outreach & Ownership assess, review & refresh the 500 & Beyond marketing plan.*
  - c. *Jo will do some research to see what she can do to increase participation in the Election for next year as well as whether or not Election Runner can send out more frequent reminders.*
  - d. *Jen will update the Budget to reflect the annual meeting budget of \$6,000. Everyone will provide Jen with their annual meeting expenses by Nov. 16.*



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- e. *Lacey will share the annual meeting budget and expenses with Jen.*
  - f. *Brienne will do some research and put together a proposal on how we can work with the Whitewater Community Foundation on a Memorandum of Understanding for a charitable donation pass-through for the January meeting.*
  - g. *For the Onboarding Materials, Jo will update the dates for 2019 on the Absolute Time Commitments, and modify the Time Commitments to include a continuing education requirement of at least 20 hours that could be fulfilled through the attendance of the Up & Coming Conference, Peer Conference Calls, etc. She will also include in the Absolute Time Commitments how much time should be spent monthly on board business. These items will be done by Dec. 1 and the reviewed annually in September.*
  - h. *Lacey will present two different version of the Pro Forma based on sites 100 & 300 at the December Board Meeting in closed session.*
  - i. *Lacey will reach out to Keith to determine how much it would cost to update the preliminary market study to reflect current market conditions, to add the Coburn site, and to change the organic vs. conventional product mix from 70/30 to 50/50.*
  - j. *Jen will review the Business Admin Committee Charter and present a revised charter for approval at the Dec. Board meeting.*
  - k. *Jo, Lacey, & Anne will develop a Board Education plan for 2019 and present at the Dec. Board Meeting in the form of the 2019 Board Calendar.*
  - l. *Lacey & Anne will develop a Board Policy Monitoring plan for 2019 and present at the Dec. Board Meeting in the form of the 2019 Board Calendar.*
  - m. *Lacey will distribute the final version of the Board Retreat Agenda and will include any homework or materials that we'll need to bring along with food & beverage assignments.*
6. Financial Report - Jen (10 min.) Dashboard & Budget
  7. Board Learning - Business Plan Sections and Division of Work - Lacey (30 min.)
    - a. Review CDS Outline
    - b. SCORE template
  8. Committee Updates
    - a. Revisit and the Finance & Legal Committee Charter and discuss populating this committee
    - b. Request from the Ownership & Outreach Committee for next ownership benchmark to promote
  9. Board Business
    - a. Feasibility Progress Report and Dashboard Review
    - b. Timeline
    - c. Needs Assessment
    - d. Board Calendar
    - e. Action items for next meeting
    - f. Board member requests for future agenda items
  10. Closed Session - The Board may elect to enter into a closed session to discuss matters of confidentiality such as personnel issues, acquisition of property, attorney consultation, or other issues of competitive confidence.
    - a. The Board will enter closed session to discuss the pro forma.
  11. Adjourn