



MEETING MINUTES
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: March 12, 2018

Time: 6:30 p.m.

Location: Innovation Center

Board Members Present: Al Stanek, Anne Hartwick, Brienne Diebolt-Brown, Jennifer Crone, Joanna Baker, and Greg Majkrzak. Excused Absence: Lacey Reichwald.

The meeting was called to order at 6:32 p.m. by Vice President Greg Majkrzak. The mission and vision for the Whitewater Grocery Co. was read by Greg.

No owners were present.

Brienne moved to approve the minutes from the [February Board Meeting](#) with one revision. Second by Jen. Motion passed without dissent.

Outreach & Ownership Committee Report

Brienne reported on the smashing success of our first ownership drive. Our goal was 14 new owners in 14 days. We overshot our goal by 2 and gained 16 new owners. The Spring Fling (scheduled for May 11) Ownership Share was funded by individual donations and was purchased during the February Ownership Drive. We are planning for our second ownership drive in April. Brienne reported on her discussion with Chris Muntz-Pritchard regarding potential sites in the City that might be suitable for the store. Chris suggested that we work with the CDA and a real estate agent rather than her. Al has a real estate agent license and offered to help. Brienne talked about the recent presentations at Fairhaven & Prairie Village. Anne suggested that all of the Board members watch the Prairie Village presentation that was recorded by Whitewater Community TV: <https://vimeo.com/259207036>.

Brienne also has the report ready to deliver to the FCI/USDA Rural Seed Grant regarding our activities, but wants to first vet it with the Ownership & Outreach Committee before sending it.

Jen asked if we had any plans to create a brochure. She talked about the benefits of a larger piece that would allow for greater space to communicate our message in a larger font size. Al also suggested that we engage in a more aggressive door-to-door ownership campaign which would involve first knocking on doors and then leaving materials if no one is home.

Al asked about the status of the press release he drafted regarding the new office space. Al suggested that we not "hold" news. When we have anything new to communicate, that we immediately send out a



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press release - one for the new office, another success of the first ownership campaign, one for the results of the preliminary market study, one for when we plan on holding our open house, and so on. His experience in marketing says that we have to constantly be engaging the press to reinforce our message with the public and other stakeholders, including potential lenders and other influencers. Al said that our news distribution list should include press in Janesville, Madison & Milwaukee, including news channels. Brienne said she would add these items to the agenda for the Ownership & Outreach Committee.

Brienne also reported that while we thought we were tabling at W3ll Fest, we are not registered to do so. She is checking with Traci Wilson to determine whether not we have a space assigned to us.

Business Administration Committee Report

The committee is not scheduled to meet until April, so Jen did not have much to report. However, she did note that we have received our sales permit and that she determined that we do not need to generate any 1099s as Keith Wick is an LLC and does not require a 1099. Jen plans on connecting with the accounting firm at the Up & Coming Conference to discuss their services.

Financial Report

Jen reviewed the Dashboard. We had 25 new owners in February, up from 20 in January. She extended ownership predictions through December 2018 which has us reaching 500 owners in October. Jen reviewed the Sources and Uses, and noted the italicized numbers in the "actual" column are those that have been updated since our February Meeting. Brienne clarified that although we have \$1,700 budgeted for the Up & Coming Conference, that number was determined by us and not the FCI/USDA Rural Seed Grant. The Grant just specified that we could use the \$10,000 to pay for conferences and consultants. Jen will provide a report on conference expenses to Brienne by the April Board meeting so that Brienne can include it in her next Grant report.

During this time, discussion ensued about the need to set goals and hold ourselves accountable to those goals, especially in regards to gaining new owners. We talked about balancing the urgency of the need for a grocery store and the impatience that accompanies that urgency with the equal need to grow our internal capacity. Jen reflected that each month, we are making steady progress, moving ownership along at the same pace as the tasks that we need to do to prove feasibility.

Based on his business experience, Al is concerned that if we don't set time based goals that correspond with our ownership milestones, that the moment will slip away from us. He provided some examples in terms of the actual store -- if we are going to build, we need to look at construction season. If we are going to refurbish, we need to look at leasing options and when the lease will start. He wants us to be able to differentiate between our long range and our tactical goals, and align those goals with our membership milestones.



Market Study

Per prior communication with Lacey, she will be sending the Board her update on the Market Study via email within the next week.

Pro forma

Although Lacey was scheduled to deliver the update on the pro forma, Jen, Greg & Brienne shared a little bit about what they learned on the first call with Bill Gessner & Don Moffitt from CDS Consulting Coop. Most of the meeting was spent on an overview provided by Bill & Don about the process and what the pro forma contains, as well as how it would change based on whether you purchase or lease the site, retrofit or build new, etc. We were told to expect a rough draft within 4-6 weeks with a "final" version being produced within a 6 month time period. Jen, Lacey & Brienne took very detailed notes which will be shared with the Board via email within the next week.

Concept Paper

Per Jo, Greg & Al reviewed the Concept Paper and provided Jo with feedback which is reflected in the new version. Jo plans on taking the Concept Paper to the Up & Coming Conference to determine if other co-ops have created similar pieces. After seeing the last two presentations at Fairhaven & Prairie Village, Jo felt she could organize the Concept Paper a little differently and incorporate some of the presentation's content into the Concept Paper. Discussion ensued about the purpose of the Concept Paper and the Board decided that it should be a "proof of concept" artifact rather than a financial viability argument (the pro forma will serve that purpose). Jo aims to have the Concept Paper finalized by our next Board meeting. A suggestion was made that content from the piece could be repurposed for a brochure.

Survey Update

Anne reported that Brienne & Al were able to review the survey which now reflects their edits. Anne talked about setting a goal of launching the survey in tandem with the receipt campaign in May to correspond with the City Market. Al voiced some concern about the length of the survey. Brienne thought that we should create a short and long version of the survey. Al suggested that we have one version, but load the beginning of the survey with the most relevant questions and allow those that only have time for the short version to be able to hit submit at that point. Those who have more time can go on to complete the other questions. Anne suggested that we could also incentivize the survey to prompt more people to take it. Brienne thought we should have both an electronic and paper version. Anne will create a Doodle Poll to schedule some time for Anne, Brienne, & Al to discuss the survey in greater detail after the conference and Spring Break.

Board Learning: Four Areas of Feasibility

As Lacey was going to present on this topic, the Board Learning was tabled until the April meeting.



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Needs Assessment

We reviewed the spreadsheet and added the need for a Press Distribution List (including TV Stations).

Internal Timeline

We reviewed the timeline. Anne noted the new items she added were an ownership campaign in April and the co-op interest survey & receipt campaign in the summer months. Greg noted an error in the timeline in that we were hiring a GM prior to the GM search (oops!). Anne corrected the error.

During this time, Al talked about the opportunity of working with the CDA to pursue the possibility of the City building a spec building to house the grocery store or donating the land to support the effort. He also ruminated on potentially collaborating with the Library who is in desperate need for more space. Brienne did note that the Library Board is meeting with the City to discuss the capacity for a public-private partnership on a mixed-use development to help fulfill some of the needs that have been identified by the City (housing, city storage, a grocery store, to name a few).

Board Calendar

We reviewed the Board calendar. Additions were made to include the Winter Markets, City Markets, Lion's Club Presentation, Student Government Presentation, and W3ll Fest.

Board member requests for future agenda items

- Goal setting and major milestone deadline discussion (Al)
- Door to Door Marketing Campaign (Al)
- Al noted that he could not attend the meeting on April 9, but would like to make arrangements to join by phone. Greg said he could take care of it.

Anne moved to adjourn the meeting. Second by Jen. Meeting adjourned at 8:05 p.m.

Respectfully submitted by Board Secretary, Anne Hartwick. Approved by Board on April 9, 2018.