



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: April 09, 2018

Time: 6:30 p.m.

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

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

Owners Present: Michael Schwabe

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 Anne. The goals for this meeting are to provide updates on individual actions since the last meeting to the Board and owners, to engage in some strategic planning, and to increase board literacy in good governance practices.

The Board allowed time for owner comment, although the owner present did not have any general comments.

Jen moved to approve the minutes from the March Board Meeting. Second by Greg. Motion passed without dissent.

Outreach & Ownership Committee Report

Although the chair of the committee, Brienne, was not present, Anne was able to provide the Board with a brief committee report. The positions for the Volunteer Coordinator and Public Relations Coordinator have been filled by Katy Daixon Wimer and Ruth Peterson respectively. Katy has been working diligently on a plan to manage and coordinate our volunteer corps which she reviewed with the committee. Her plan includes a timeline with tasks, a list of our volunteer needs, a volunteer code of conduct & confidentiality agreement, an intake form and interview questions. Plans are underway for our open house on May from 1-3 p.m. At the time of the meeting, we have a total of 360 owners, six of whom became new owners during our April ownership drive.

Business Administration Committee Report

The committee is not scheduled to meet until later this month. Jen will report on their progress at the May Board meeting.



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Financial Report

Treasurer Jen Crone review the March dashboard and the sources & uses budget with the board. In March, we gained 10 new members. Jen expressed some concern about making sure that her dashboard report syncs with the report on ownership from the Outreach & Ownership Committee. The end of the month is when it gets to be somewhat hectic, especially with our ownership drives. She will make sure she is in contact with the members of the Ownership & Outreach Committee if she has any questions when she is drafting her report on new owners for her dashboard report.

Our Paypal balance was getting pretty high, so early in April, she transferred \$8,000 into our bank account. She reviewed the Q1 & Q2 financial issues noted in the dashboard. The tax returns have been prepared by Wegner CPA. She received a draft for review and while they are still under review by their senior CPA, the plan is to finalize them this week. Jen will then file with the IRS. She does not have any concerns about our taxes and we don't owe any taxes. Jen stated that she has learned a lot from the process of working with the CPA firm.

The next task we need to address is transitioning into QuickBooks. Jen received a lot of input from board members and consultants about QuickBooks at the Up & Coming Conference. She is shifting in her initial thinking about purchasing the lowest plan (Simple Start), and instead getting the next level up (Essentials). Several people in the Business Admin Committee are QuickBook users or are taking classes QuickBooks. Wegner has the ability to consult with us about the QuickBooks, train us and even help us migrate content from Quicken to our QuickBooks account.

In terms of our budget, Jen has added a number of large expenses since we last reviewed it in March. We paid the downpayment to CDS Consulting for the Pro forma and our expenses from the Up & Coming Conference are now included in the actual column.

Updates on assigned projects or research:

- [Pro forma](#) Update - As Lacey was going to present on this topic, an update on the Pro forma will be provided at the next Board meeting.
- Survey Update - Anne, Brienne, & AI will be meeting on Sunday evening (April 15) to discuss next steps for the survey and the receipt campaign.
- Market Study Confidentiality - As Lacey was going to facilitate a discussion on this topic, Market Study Confidentiality will be discussed at the next Board meeting.

Board Learning: Assessing Readiness for 2B

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



Strategic Planning / Goals Setting and [Timeline](#)

As Lacey was going to facilitate this discussion, the Strategic Planning/Goal Setting was tabled until the next Board meeting.

Board Training Opportunities

As Lacey was going to facilitate this discussion, the Board Training Opportunities was tabled until the next Board meeting.

Needs Assessment Review

The needs assessment spreadsheet has been updated to reflect how we've met some of the needs identified, including those that have been filled by our two leadership volunteer roles: volunteer coordinator and public relations coordinator. Al is reviewing the Real Estate Guide recently released from the Food Co-op Initiative. Anne, Al & Brienne are also working on finalizing the food co-op interest survey and receipt campaign. Al has a Real Estate Broker's License which means that he can function somewhat like a lawyer in real estate transactions. Al volunteered to head an effort to look at site locations. Al is moving to 75% time at work (30 hours a week) so he hopes to have more time to devote to co-op! Jo noted that some of these needs may turn into a subcommittee or a task group.

Board Calendar

We reviewed the Board Calendar.

Board member requests for future agenda items

Greg noted that we've had two abbreviated board meetings in a row and is concerned we are falling behind on our timeline. He requested that we have a special meeting before the end of the April. Al noted that he will be out of state from April 26 through May 5 and asked if we could meet before April 26.

Vice President Greg Majkrzak adjourned the meeting at 7:03 p.m.

Respectfully submitted on April 16 by the Board Secretary, Anne Hartwick.