



When: March 11, 2020 6:30PM - 8:30PM

Where: Whitewater Innovation Center Room 105, 1221 Innovation Drive, Whitewater WI

Invited: All Owners of the Whitewater Grocery Co. and their elected board

Mission & Vision: We are your (future) friendly neighborhood grocer supporting fresh and local products.

We value:

- community ownership
- quality customer service
- welcoming everyone
- a lively learning and gathering space
- sustainable practices: people, planet, profit

Meeting Intention: To provide feedback on the marketing/promotional plan, to finalize our budget, and to learn how the Board responded to our Capacity Survey.

Preliminaries: The meeting was called to order by Vice President Greg Majkrzak at 6:33 p.m.

Board Members Present: Greg Majkrzak, Brienne Diebolt-Brown, Anne Hartwick, Praveen Parboteeah, Joanna Baker, Katy Wimer and Jennifer Crone. Board Members Absent: Lacey Reichwald and Elvia Meza-Klosinski

The mission and values for the Whitewater Grocery Co. was read by Brienne. The intent for this meeting is to provide feedback on the marketing/promotional plan, to finalize our budget, and to learn how the Board responded to our Capacity Survey.

Greg welcomed an owner, Michael Schwabe, who was in attendance and allowed time for him to comment on any items not on the agenda. Our intern, Jonathan Roberts, also joined us.

Jen moved to approve the agenda. Second by Katy. Motion passed without dissent.

Consent Agenda: Brienne moved to approve the Consent Agenda, which includes our previous meeting's minutes and the Committee Reports. Second by Jo. Consent Agenda was approved without dissent.

Accountability: Brienne reviewed the progress of the action items with the Board. Status update (done/pending/request for extension) on outstanding action items.

- In preparation for **March 11** meeting all of the following tasks are due by **Sunday, March 8.**
 - **Katy, Anne, Lacey** and **Jo** will submit their Committee Reports (Outreach & Ownership, Finance & Legal, Site Selection, and Board Development) to the Secretary. **Done**
 - If action or discussion is required by the Board on any of the activities listed in the plans or the reports, notify Lacey to include in the agenda by **Sunday, March 8. Done**
- **Anne**
 - connect with Ron Binning about possible sources to find new office space **In Progress**



- Ask Tricia to update the Up & Coming 2020 Workshop Coverage Plan with the latest changes to the agenda on the website **Done**
- **Brienne**
 - Draft scholarship application to CCMA which takes place in Sioux Falls, South Dakota, June 4-6. Application is due by Friday, March 6. **Done**
 - meet with Jen to figure out what expenses can be written into a grant proposal and what we can ask the CDA for when we do a presentation in March. **In Progress**
 - contact Pecan Pie Productions about renewal of contract **In Progress**
 - follow up with Kristine Zaballos about Community Space **In Progress**
- **Anne/Brienne**
 - Ask Jacqueline and other co-op Board members (at the Up & Coming Conference) who are in Stage 2a/3 about the number of times their Board meets a month and if those Board meetings are the same in content (formal with agenda, minutes, etc.) or different (less formal, deep dives, executive team, etc.) **Done**
- **Elvia**
 - as our first Donation Czar, develop a plan for tracking what we need sponsored (events, materials, ads, etc.) and who we want to ask **In Progress**
- **Greg**
 - convert SmartSheets to Excel files and contact the company to tell them we will not renew. Greg contacted Leon from Smartsheets about cancelling. I wrote an email to the board requesting and requests for conversion to Excel. **Done**
- **Jen**
 - update the PayPal account with generic GroCo e-mail (scrubbing Dustin's name as Admin) **Done**
 - research what we will be giving up if we switch to a lower level QuickBooks **Done**
 - contact scholarship recipients about presenting to a future board meeting about their time at Up & Coming Food Co-op Conference **Done**
- **Katy**
 - connect with Ron Binning (or Fort Community Credit Union) about sponsoring a new brochure **Done**
- **Lacey**
 - redistribute the board capacity survey to the Board by Wednesday, March 4 and ask that everyone complete it by Sunday, March 8. Lacey will share the results with Praveen by Monday, March 9. **Done**
 - review the Google Drive and transition default permissions to GroCo accounts. **In Progress**
 - analyze Google Analytics to determine conversion rate of our Whitewater Banner ads **Done**
 - get list of local landlords and contact information **In Progress**
 - follow up with Mark from the Innovation Center about reduced rent amount **Done**
 - reach out to Beth to see if she can attend the Executive Team April 14 meeting to discuss the Strategic Plan **Done**
- **Praveen**
 - create a presentation to share the results of the board capacity survey with the Board **Done**
- **Outreach & Ownership**
 - discuss strategic planning (outreach promotion and ownership growth) and present to the Board **Done**



- **Finance & Legal**

- review the pro forma provided by Prairie Food Co-op. **Due in April**
- Update the pro forma with a new gross margin rate that corresponds with food co-op start up trends. **Due in April**
- develop a policy for owners whose installment payments have fallen in arrears and present to the Board for review and approval. **Due in April**
- research and provide a recommendation on the policy for Equity Return to an owner who wants to surrender his or her share. **Due in April**
- recommend language for the 4.2 Bylaw Terms and Elections. **Due in July**

Committee Requests: Marketing/Promotional Plan Review, Budget Approval & Volunteer Agreement

Katy reviewed the Marketing/Promotional Plan with the Board.

The largest goals this year are:

1. Educating the community about co-ops, who we are, how they can help
2. Partnerships with local orgs/businesses for Owner growth, sponsorships, and education
3. Ownership growth - Heavy focus on door hanger campaigns with info/surveys and face-to-to communication for deep listening (especially in our Spanish speaking community)
 - Goal of 800 by Dec (announcing site)

Some of the campaigns that they have planned for gaining Owners & educating the community about the GroC, include:

- **Jan-April:** Owners for Trees with Sage. Emily from SAGE would like to plant the trees on May 9 at the University Prairie. Discussion ensued about the cost of the trees. Brienne remembers that we decided as a Board we would be willing to contribute \$20 each for the planting of the trees. After further discussion, the Board members in attendance concurred and affirmed that we would all be willing to contribute \$20 (Greg, Jo, Brienne, Katy, Praveen, Jen, and Anne) in support of this activity. At this point, no money in the budget is designated for tree planting.
- **Feb/March:** Door-hangers
- **May/June:** Door-knocking w/ surveys and/or for deep listening and by deep listening, Katy means that after someone answers, we would ask them on the doors and asking people questions
- **September:** Door-knocking w/ surveys and/or for deep listening
- *Waffling about online drives (not as effective as years past)*

Praveen thought that it would be great to have a pitch packet ready and to start talking to people more about ownership loans. Fredericksburg's idea was that when owners joined, they immediately informed them that their ownership share was just one step in the development process for building a food co-op in the community and that additional funds would be required from owners in the future in the form of donations or loans.



Greg said that if we start asking owners for money now, we need to have an education component that references our grow, fund, build communication model. We did briefly review our current brochure that does describe the funding resources of owner loans, investments, bank financing and grants. We might just need to emphasize that to new owners and existing owners as we approach that stage of development.

Some of the events we have planned for gaining Owners & checking in with Owners:

- Sam's Workshops & Foraging Hikes: Monthly/Bi-Monthly?
- Food for Change Movie Screening w/Sustainability: April 13
- Owner-versary: May 5
- Possible Sitka Salmon Documentary Screening: June
- Annual Meeting: Tentatively October 10
- Idea Parties: 1/mo at local business to replace O&O meeting on a Thursday

Praveen suggested that we hold another event where we invite all of the influencers in Whitewater and present them with something like a pitch packet. He learned from one of the workshops he attended, that Fredericksburg Food Co-op did this and they were able to raise so much money that way. He suggested that we talk to Tyler about hosting this type of event. Brienne said that we need to work on our capital campaign plan before we should do so.

Katy talked a little more about the idea parties, which are meant to be very casual get-togethers with our owners. However, after receiving some feedback after the first one at The Black Sheep, she said that she will include a 5-minute presentation in future idea parties about where we are in our development process, what we are currently focused on, and hand out a one-sheet that summarizes the presentation and the current talking points/messages.

At our Owner-versary, Katy would like to have an activity similar to the bingo cards that were at the conference, that include ideas for people to act on to help us grow.

Some of the presentations/tabling opportunities we have planned for 2020 to inform the community & gain Owners, include:

- Market: Winter Market every other week, Tuesday market every week (maybe every other). Our owners really like us at the Winter Market. That's how they check in with us. We occasionally get new owners and sell merchandise, but really it is a point of connection with our current owners.
- Presentations: 2/mo to various groups in the community, in the school district, churches, and on campus
- UC Tabling: 2/mo (mostly for gaining volunteers)
- Extra Tabling/Presence in the community:
 - Jefferson County Dairy Breakfast in May (3-4 Volunteers)
 - Walworth County Dairy Breakfast in June (3-4 Volunteers)
 - Jen suggested adding Father's Day Fly-In in Palmyra.



- Summer on the Mall throughout summer: Only discussed the August date, other 2 dates will be brought up
- July 4th Float - Since we are building the float from ground zero, we'll need to start planning and meeting in May, if not earlier.
- Pop-ups before Warhawk Football games - the University has requested that we table before the games.
- Holiday Float in Dec.
- Jo suggested the Parks & Rec Thursday night concerts (family fun nights at Cravath Lake) especially when the Palmyra Band is there. POC is Michelle Dujardin, Whitewater Parks & Rec Program Coordinator, 262-473-0121, mdujardin@whitewater-wi.gov

Some random fun ideas for spreading awareness/collaboration:

- Yard Sign Blitz in the fall
- Toy Drive with local businesses throughout Nov/Dec.
- Bookmarks at the library and The Book Teller, possibly with food facts or trivia on healthy eating
- Greg suggested a blog post on good ways to store fresh food.

Ideas for marketing/ads/communications, include:

- Blogging once/wk (Currently Jonathan through May)
- PR (before big events or to announce major milestones)
- Facebook ad quarterly: March, June, September, Dec
- Movie theater: Through fall
- ~~Whitewater Banner: Infinity?~~ The Board decided based on Lacey's
- Possible mascot (not literally in costume, mostly for marketing materials): In discussion- Bigfoot, Bee, or Butterfly
- Digital newsletters: Monthly
- Paper letter update to Owners: Quarterly (will also go into New Owner packets)
- Event reminder emails as needed and as often as we need

Our messaging focal points are:

- 800 by end of year
- Site announcement in October
- Owners are backbone and help banks take us seriously!
- We'll serve an estimate of 50,000 shoppers
- Share that we'll offer Owner loan opportunities to help the store further

The Board discussed the need for everyone to have some comfort level with presenting to groups and individuals about our development process, the stage that we are in, and why we need to keep growing and gaining owners. Brienne said that we've got a presentation that we can tweak for any group we present to. She also defined a pitch packet which is designed to be used for one-on-one meetings or small groups.



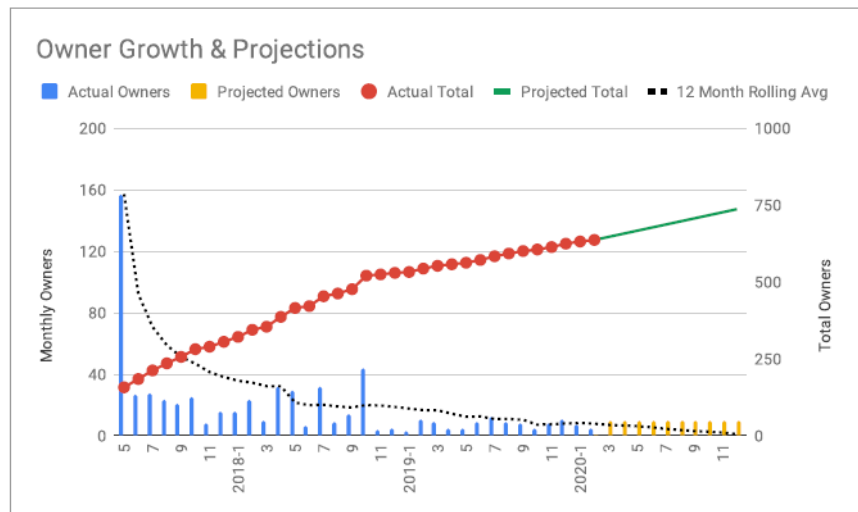
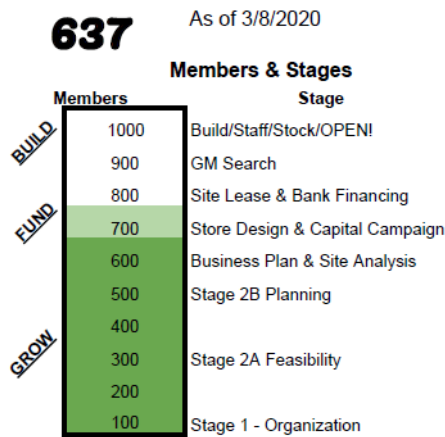
Katy is hoping to talk to the Outreach & Ownership Committee to ask them what she and the Board can do to increase their comfort level with presenting to groups and individuals about the mission and vision of the co-op.

Budget Approval

Jen reviewed the Dashboard with the Board. She is working on revamping it to include our 2020 Budget Goals and our progress against those goals.

WWGroCo 2020 Budget and Dashboard_20200308

Dashboard



1 New members since last report (2/21)
0637 Zweifel

Bank Account Balances

	Cash 2/21/2020	+ Income	- Expenses	+ Transfers	= Balance 2/21/2020
Petty Cash	\$ 50.00	\$ -	\$ -	\$ -	\$ 50.00
Checking	\$ 1,879.02	\$ -	\$ 678.60	\$ -	\$ 1,200.42
Savings	\$ 32,969.31	\$ -	\$ -	\$ -	\$ 32,969.31
Paypal	\$ 602.74	\$ 385.00	\$ 22.95	\$ -	\$ 964.79
TOTAL	\$ 36,165.24	\$ 385.00	\$ 701.55	\$ -	\$ 35,184.52

2020 Budget Goals	Total			Unused Member Equity as % of Total Member Equity
	2020 Actual	Actualvs Plan	2020 Plan	
		%		38%
Number of Members	13	35%	156	
Total Sources	\$ 2,603	32%	\$ 49,901	
Total Uses	\$ 4,714	54%	\$ 17,292	
Surplus/Overrun	\$ (2,112)		\$ 32,609	

Jen reviewed the proposed 2020 Budget with the Board. She noted that it contains our recommendations and modifications as directed from our last meeting. This Budget is By Stage rather than only an annual Budget to make sure that we have enough cash flow for our next stage. The column that we are voting on is Stage 2B Planning (2020) DRAFT Budget for a total of \$17,292.

After the Board reviewed the budget, it was noted that we need to modify the advertising line item from \$2,600 to \$1,000 to remove the cost of renewing the Whitwater Banner ad.



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

The Board also took this opportunity to talk about the latest options for office space. We will continue to explore other office space outside of the Innovation Center, with the hope that we can move out by May at the latest. The general consensus of the Board is that the Innovation Center rent is untenable and not sustainable at this stage in our development. Anne will be working with Grace Crickette to see if we can use space for a nominal fee at the Community Engagement Center, and Brienne will continue to pursue options with The Community Space. A full year's rent at the Innovation Center is currently included in the Budget in the amount of \$5,520. Jen is going to modify that number to \$2,000 which allows us to approve the Budget to pay rent to the Innovation Center through April.

The cost for QuickBooks has been reduced and the new amount is reflected in the budget. The Board discussed the amount of money it would cost to produce and send paper copies of newsletters to every single owner quarterly. At this point, we are unable to include that cost (approx. \$350) in our budget. Katy said she would talk to Ownership & Outreach about this activity and see if it would be worth asking someone to sponsor it.

Jen moved to approve the Stage 2B Planning (2020) DRAFT Budget of \$12,172 (as amended during the meeting). Second by Greg. Motion approved without dissent.



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

WWGroCo 2020 Budget and Dashboard_20200308

By Stage Budget

Sources & Uses, Stages 1 - As of 3/8/2020	Stage 1 - Organizing (2017)	Stage 2A - Feasibility (2018-2019)	Stage 2B - Planning (2020)	Stage 2B Capital Campaign Prep	Stage 2B - Planning (2020)	Total				
	Actual	Actual	DRAFT Budget	DRAFT Budget		Actual	Actual	Actual	Budget	
Sources:										
Total Number of Members	304	624	780	850			637	75%	850	
Member Equity	\$ 43,585	\$ 47,928	\$ 23,400	\$ 10,500	\$ 2,095	\$ 93,608	73%	\$ 127,500		
Donations										
- General	\$ 638	\$ -	\$ 17,000	\$ 17,000	\$ 150	\$ 788		\$ 34,638		
- Scholarships-General	\$ -	\$ 300	\$ -	\$ -	\$ -	\$ 300		\$ 300		
- Scholarships-Student	\$ -	\$ 1,250	\$ -	\$ -	\$ -	\$ 1,250		\$ 1,250		
- Special	\$ -	\$ -	\$ 226	\$ -	\$ 226	\$ 226		\$ 226		
- T-Shirts	\$ -	\$ 110	\$ -	\$ -	\$ -	\$ 110	100%	\$ 110		
subtotal Owner's Contrib	\$ 44,223	\$ 49,588	\$ 40,626	\$ 27,500	\$ 2,471	\$ 96,281	59%	\$ 161,936		
Grants	\$ 10,500	\$ 1,750	\$ 8,250	\$ 30,000	\$ -	\$ 12,250	24%	\$ 50,500		CDA, USDA Rural Seed Grant
Interest Income	\$ 3	\$ 107	\$ 25	\$ 50	\$ -	\$ 109	59%	\$ 184		
Sales of Promotional Items	\$ 1,508	\$ 2,299	\$ 1,000	\$ 1,000	\$ 132	\$ 3,939	68%	\$ 5,807		
Total Sources	\$ 56,234	\$ 53,743	\$ 49,901	\$ 58,550	\$ 2,603	\$ 112,580	52%	\$ 218,428		

Uses:									Notes	
	Actual	Actual	DRAFT Budget	DRAFT Budget	Actual	Actual	Actual	Budget		
Consulting										
- Accounting	\$ -	\$ 1,199	\$ 1,036	\$ 1,000	\$ 486	\$ 1,685	52%	\$ 3,235		Wegner CPA-Quickbooks, TaxPrep
- General	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -		
- Legal	\$ 1,000	\$ 1,184	\$ 750	\$ 8,000	\$ -	\$ 2,184	20%	\$ 10,934		
- Market Study - Prelim	\$ 1,750	\$ 1,750	\$ -	\$ -	\$ -	\$ 3,500	100%	\$ 3,500		Keith Wicks
- Market Study - Full	\$ -	\$ 9,070	\$ -	\$ -	\$ -	\$ 9,070	100%	\$ 9,070		G2G
- Pro Forma	\$ -	\$ 5,950	\$ -	\$ -	\$ -	\$ 5,950	100%	\$ 5,950		CDS/Columinate
- Capital Campaign	\$ -	\$ -	\$ -	\$ 25,000	\$ -	\$ -	0%	\$ 25,000		
Credit Card Processing Fees	\$ 972	\$ 982	\$ 300	\$ 200	\$ 54	\$ 2,008	82%	\$ 2,454		
Insurance	\$ 427	\$ 2,335	\$ 1,190	\$ -	\$ 147	\$ 2,909	74%	\$ 3,952		D&O insurance (1 year)+Liability (1 yr)
Marketing										
- Advertising	\$ 45	\$ 5,626	\$ 2,600	\$ 300	\$ 520	\$ 6,191	72%	\$ 8,571		Printing, stickers, signs, tees, etc.
- Promotional Materials	\$ 521	\$ 1,109	\$ 1,000	\$ 2,000	\$ 275	\$ 1,904		\$ 4,629		Events, 500 packets
- Sellable Items	\$ 3,078	\$ 2,909	\$ -	\$ 2,000	\$ -	\$ 5,986	75%	\$ 7,986		Shirts, signs, Krista's printed items
Member Drive										
- Annual Meeting	\$ 2,030	\$ 4,487	\$ 1,500	\$ -	\$ 278	\$ 6,794	85%	\$ 8,016		
- Member Events	\$ 244	\$ 1,752	\$ 1,000	\$ 1,000	\$ -	\$ 1,996	50%	\$ 3,996		
- Member Packets	\$ 1,379	\$ 280	\$ -	\$ 500	\$ -	\$ 1,660	77%	\$ 2,160		
Project Management										
- Canva	\$ 125	\$ 314	\$ 139	\$ -	\$ 1	\$ 440	76%	\$ 578		
- Election Runner	\$ 29	\$ 90	\$ 40	\$ 100	\$ -	\$ 119	46%	\$ 259		
- NationBuilder	\$ 278	\$ 557	\$ 280	\$ -	\$ -	\$ 835	75%	\$ 1,115		NationBuilder Fees (1 year)
- Office	\$ -	\$ 10,430	\$ 5,520	\$ -	\$ 1,380	\$ 11,810	74%	\$ 15,950		
- Postage & Supplies	\$ 195	\$ 441	\$ 200	\$ 500	\$ 31	\$ 666	50%	\$ 1,336		
- QuickBooks	\$ -	\$ 270	\$ 375	\$ -	\$ 100	\$ 370	57%	\$ 645		
- SmartSheets	\$ -	\$ 900	\$ -	\$ -	\$ -	\$ 900	100%	\$ 900		
- State Fees	\$ 139	\$ 184	\$ 10	\$ 350	\$ 10	\$ 333	49%	\$ 683		

WWGroCo 2020 Budget and Dashboard_20200308

By Stage Budget

Sources & Uses, Stages 1 - As of 3/8/2020	Stage 1 - Organizing (2017)	Stage 2A - Feasibility (2018-2019)	Stage 2B - Planning (2020)	Stage 2B Capital Campaign Prep	Stage 2B - Planning (2020)	Total				
	Actual	Actual	DRAFT Budget	DRAFT Budget		Actual	Actual	Actual	Budget	
- Web Domain	\$ 18	\$ 104	\$ 52	\$ -	\$ -	\$ 122	70%	\$ 174		
Sales Tax	\$ -	\$ 115	\$ 50	\$ -	\$ 45	\$ 159	97%	\$ 165		5% of Sales
Training (Governance)	\$ 600	\$ 7,849	\$ 1,250	\$ 1,000	\$ 1,388	\$ 9,836	92%	\$ 10,699		Up & Coming, BOD Training, Field Trips
Staff	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -		
Total Uses	\$ 12,830	\$ 59,886	\$ 17,292	\$ 41,950	\$ 4,714	\$ 77,430	59%	\$ 131,958		

CASH FLOW

Cash Flow for the Period	\$ 43,404	\$ (6,143)	\$ 32,609	\$ 16,600		\$ 35,150	41%	\$ 86,470		
Beginning Cash	\$ -	\$ 43,404	\$ 37,261	\$ 69,870		\$ -		\$ -		
Ending Cash	\$ 43,404	\$ 37,261	\$ 69,870	\$ 86,470		\$ 35,150	41%	\$ 86,470		
Ending Cash recommended by FCI S&U Estimate	\$52,497	\$47,905		\$97,507						

MEMBER EQUITY UNUSED

Total Member Equity, Accum	\$ 43,585	\$ 91,513	\$ 114,913	\$ 125,413		\$ 93,608		\$ 127,500		
Unused Member Equity	\$ 43,404	\$ 37,261	\$ 69,870	\$ 86,470		\$ 35,150		\$ 86,470		
Used Member Equity, Accum	\$ 181	\$ 54,251	\$ 45,043	\$ 38,943		\$ 58,458		\$ 41,030		

Unused Member Equity as % of Total Member Equity

38% Actual 68% Budget



Anne reviewed the Volunteer Agreement with the Board. The Finance & Legal Committee is recommending that the volunteer agreement eliminate the line requiring the volunteers to agree to indemnify the GroCo. Patrick Taylor, Committee Member, and Dave Swanson, our attorney of record, recommended that language come out, noting that it is a legal requirement that the GroCo, as the principal, indemnify its agents which includes volunteers. Existing volunteers should be notified of the removal of the clause so that they can sign the new agreement if they wish.

Anne moved to approve. Second by Brienne. Motion passed without dissent.

Policy Review: Policies A; C-C7 and Expense Reimbursement & In-Kind Donation Policy and Form

The Board decided to table the review and approval of the Policies A; C-C7 until the April meeting.

Anne explained to the Board that we revised the Expense Reimbursement & In-Kind Donation Policy and Form to be more streamlined, clear and include expenses that were not part of travel. The policy was revised to encourage and track in-kind donations of expenditures. If this revised policy is approved, we'd like to request that everyone complete the form whenever they spend money to support GroCo activities, regardless of whether or not you have an expectation for reimbursement or whether you consider it an in-kind donation. Also, we ask that you review this policy with your volunteers - include this policy in an upcoming Committee meeting. Please cover the following items in your overview of the policy:

- The GroCo may pay reimbursement of travel expenses that include Conference registration fees. Lodging. Transportation.
- The Form must be submitted to the Treasurer within 30 days after the trip is completed or the expense incurred..
- Any purchases must be part of an approved Committee or Board budget. Any proposed purchases that are outside of the existing Committee or Board budget must be presented to the Board for approval and amendment of the budget.

Anne moved to approve the revised policy. Second by Jen. Motion passed without dissent.

Board Development: Up & Coming Food Co-op Conference & Results of Capacity Survey

The Board talked about how to share what each of us learned at the Up & Coming Food Co-op Conference. We asked that everyone review the Agenda and update it so that we know which workshops everyone attended.

As part of our Board Development activities the following was decided:

- Jen, Ron, & Praveen will present on the Ownership Loan Campaign in May
- Katy and Jonathan will present on the Inclusivity & Diversity Track / Marketing to Launch - Brand Transition in April
- Brienne & Praveen will work on a Pitch Packet and will present at a future meeting

Praveen reviewed the results of Board Capacity Survey with the Board. They are as follows:



Our mission:
We are your (future) friendly neighborhood grocer supporting fresh and local products.

We value:

- #1** COMMUNITY OWNERSHIP
- #2** QUALITY CUSTOMER SERVICE
- #3** WELCOMING EVERYONE
- #4** A LIVELY LEARNING & GATHERING SPACE
- #5** SUSTAINABLE PRACTICES: PEOPLE, PLANET, PROFIT

BOARD SURVEY RESULTS

3/11/2020

Board Capacity: Governance



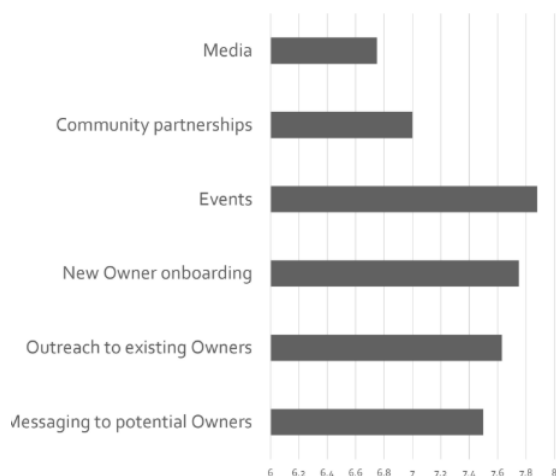


Qualitative Comments - Governance

- More members of the board need to get involved in events and lead through example.
- We're always our worst critics, and while I do feel we are very good at some activities...there is always room for improvement!
 - I need to find a way to better hold myself accountable to my action items. They talked a lot about accountability at Up & Coming.
 - Sigh... I also feel like we struggle more than ever with financial issues.
 - I think we need to feel more comfortable reaching out to our consultants, FCI & Columinate, with greater frequency for their input and feedback.
- I think our overall governance is pretty good.

Comments: Governance

- I think that we need a strong policy and/or leader to manage the accountability of the board. Self-accountability is not always enough and we need someone to manage tasks and check in with others. Or a system to do it.
 - I think we have only a few board members with most of the knowledge, time, and skills to do the work that needs to be done, and that is becoming a bottleneck as our workload increases.
 - Anything we can do to offload routine tasks, train up new board members and help them to identify where they can contribute will be important as we move forward.



Board Capacity: Outreach

“Please rate our current capacity (or ability) to perform the following outreach functions with the time, talent, resources, and vision of our current Board, committees, volunteers, and consultants. “



Comments

- It would be great if we could find someone to replace Ruth as our Public Relations Coordinator! :)
- I think our outreach efforts need a reboot. The events we have are great. We need to add more info sessions, speaking to community organizations, churches, house parties, etc. We need more one-on-one asks. We need a Pitch Packet!
- We have really improved in the areas of new owner outreach and onboarding but we need feet on the ground in a lot of these areas where we are just coming up short. PR, events, ongoing messaging, one-on-one outreach, etc.



Project Management:

Please rate our current capacity (or ability) to perform the following project management functions with the time, talent, resources, and vision of our current Board, volunteers, consultants, and paid council.

Project Management: Please rate our current capacity (or ability) to perform the following project management functions with the time, talent, resources, and vision of our current Board, volunteers, consultants, and paid council.





Comments

- I think we need a project manager or more volunteers for some of these larger projects.
- We need to add to site selection/site negotiations capacity. We've got a start on clear visioning of our goals ahead, but still needs more work. We need Business Plan champion. We are doing well with pro forma and financing. We will need more sophisticated project management support as we get toward stage 3. For now action item lists are working.
- We really need someone to step into the site selection role ASAP for succession purposes. For these other items, I feel like we have the resources and connections to get the help we need, but we still need someone to spearhead them.

Board Business: Lease

The Board reviewed the lease options provided in the email from the Director Mark Johnson below. As previously noted in the minutes, during our Budget discussions, the consensus was that we need to greatly reduce the amount of money that we are spending on rent and our action items were identified. When we move, we will need to have our insurance reviewed based on our new location. The Board generally does not think it is worth it to rent a single cubicle from the Innovation Center or pay \$150 for the Affiliate Program. Maybe on a short term basis.

Innovation Center Lease Options

From: **Johnson, Mark W** <johnsomw@uww.edu>

Date: Fri, Feb 28, 2020 at 12:26 PM

Subject: WWGROCO space at Innovation Center options

To: Lacey Reichwald <laceywwgroco@gmail.com>

Lacey,

I wanted to follow up on your plans for the WWGRCO's need for space.

Following are my thoughts on options.

You're welcome to stay in the current space you have on a month-to-month basis until you locate a more cost effective location in WW.

Any advance notice you can give us is appreciated.

If the WWGROCO wants to stay in the Innovation Center at a lower rate we could assign you a single cubicle in a shared space on the second floor at \$150 per month which would require a 12 month lease.



This provides 1 cubicle as a work space and continues access to the Innovation Center conference rooms and the Incubation Program resources and mentors/coaches, Me, Choton, John DeGraff, etc.

If the WWGROCO does decide to move out you could still remain engaged with the Innovation Center by becoming an affiliate member which would allow you access to the Innovation Center conference rooms and the Incubation program resources and mentors/coaches, Me, Choton, John DeGraff, etc. however does not include a dedicated work space. The Affiliate Program is \$150 per month and is a month-to month commitment which you can end at any time with a 1 month notice.

I've attached the Affiliate Program information for your review.

Let me know how you would like to proceed.

Thank you and best regards,

Mark

Mark Johnson
Executive Director
Whitewater University Technology Park

Looking Ahead:

The Board reviewed and made some adjustments to next month's calendar and did the same for the draft agenda for April.

Closing. Vice-President Majkrzak officially adjourned the meeting at 8:25 p.m. The minutes were respectfully submitted to the Board on Monday, March 29 by the Board Secretary, Anne Hartwick.