



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

When: April 27, 2020 5:30PM

Where: Cisco Webex Event Virtual Meeting

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 gather together and regroup, to come to a shared understanding of recent events and how they impact the GroCo, and to review our timeline and communications to determine how to best move forward with our mission.

NOTE: The meeting started late due to technical difficulties necessitating moving our virtual meeting environment from Cisco Webex to Zoom.

Preliminaries: The meeting was called to order by President Lacey Reichwald at 5:40 p.m.

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

The mission and values for the Whitewater Grocery Co. was read by Lacey. The intent for this meeting is to gather together and regroup, to come to a shared understanding of recent events and how they impact the GroCo, and to review our timeline and communications to determine how to best move forward with our mission.

We did not have any owners join us for our first virtual board meeting. Our intern, Jonathan Roberts, attended and acted as our tech support.

Lacey thanked the Board for attending the meeting today, stating that wherever you are coming from, we are all at this table together. Wherever you are, it's okay, and we are going to move forward together. There is a new definition for productivity these days and she wants to make sure we honor where people are mentally, emotionally, and physically during the COVID-19 pandemic.

Lacey noted that we have several planned breaks where she will be checking in to see if we need to step away from our screens. She asked that we interrupt verbally if we have questions or comments as she may not see us raising our hands or indicating that we want to speak.

Greg moved to approve the agenda. Second by Katy. AYES: Lacey, Greg, Jennifer, Anne, Brienne, Praveen, Jo, Katy, Elvia. NOES: None. Abstain: None.



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Consent Agenda: Brienne moved to approve the previous meeting's minutes. Second by Greg. AYES: Lacey, Greg, Jennifer, Anne, Brienne, Praveen, Jo, Katy, Elvia. NOES: None. ABSENT: None.

Financial Report: Lacey moved to approve the Dashboard & Budget. Second by Greg. AYES: Lacey, Greg, Jennifer, Anne, Brienne, Praveen, Jo, Katy, Jennifer, Elvia. NOES: None. ABSENT: None.

Jen reviewed the Dashboard with the Board, stating that a lot of it will look similar although she is making small changes to the format. Since our last report in early March, we've gained some sources and greatly reduced our expenses. Some of the actions we have taken include vacating our office at the Innovation Center and the temporary suspension of our movie theatre ad. The last automatic withdrawal for the cost of the ad was in April and it was returned immediately. Jen also reduced our QuickBooks subscription cost to the next level down. These cost reduction activities will help us realize a saving of more than \$6,000. Additionally, we received the rest of our grant from the Food Co-op Initiative. We've also received some small donations. Jen gratefully acknowledged everyone who contributed to their Up & Coming Conference Registration cost for a savings of \$1,325.

Jen updated a number of budget items in Stage 2B Planning column for 2020. She reduced the office budget to reflect no rent paid after April and reduced the overall marketing budget. She pointed out according to the FCI's Sources and Uses Planning by Stages template, we should have ended with a cash flow of \$47,905. Our actual cash flow at the end of stage 2A was \$37,261, so we are approx. \$10,000 behind our goaled cash flow amount. We have decreased the larger gap that existed previously due to reducing expense and increasing sources. Jen asked that we use this budget to guide our decisions on how we prioritize our work. Jen is forecasting in her budget that we reach 850 owners by the end of Stage 2B.



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WWGroCo 2020 Budget and Dashboard_20200425

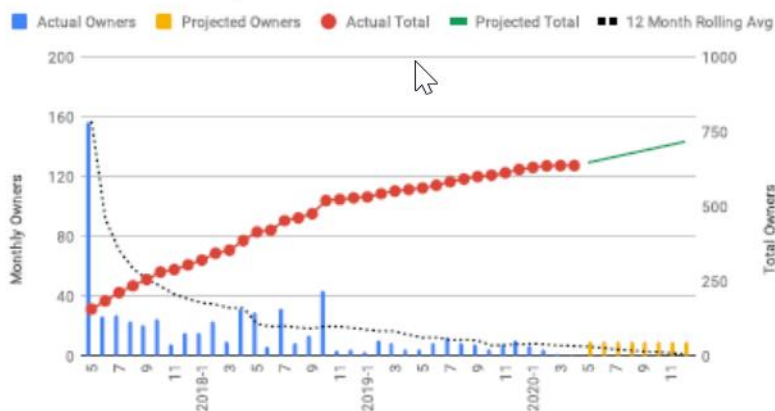
Dashboard

637

As of 4/25/2020

Members		Members & Stages	Stage
BUILD	1000	Build/Staff/Stock/OPEN!	
	900	GM Search	
	800	Site Lease & Bank Financing	
FLUID	700	Store Design & Capital Campaign	
	600	Business Plan & Site Analysis	
	500	Stage 2B Planning	
GROW	400	Stage 2A Feasibility	
	300		
	200		
	100	Stage 1 - Organization	

Owner Growth & Projections



Budget Progress - Reduced Expenses

\$460 Office Rent
 \$260 Pecan Pie - Movie Ad
 \$15 Quickbooks Reduction
 \$735 per month!!!
\$6,140 + saved for 2020

Budget Progress - New Sources/Donations

\$1,325 Up & Coming Contributions
 \$8,250 Grant - yay!
 \$25 New Donations
\$9,600

Bank Account Balances

	Cash 3/8/2020	+ Income	- Expenses	+ Transfers	= Balance 4/25/2020
Petty Cash	\$ 50.00	\$ -	\$ -	\$ -	\$ 50.00
Checking	\$ 1,200.42	\$ 8,723.76	\$ 1,010.25	\$ -	\$ 8,913.93
Savings	\$ 32,969.31	\$ 12.33	\$ -	\$ -	\$ 32,981.64
Paypal	\$ 964.79	\$ 182.50	\$ 17.38	\$ -	\$ 1,129.91
TOTAL	\$ 35,184.52	\$ 8,918.59	\$ 1,027.63	\$ -	\$ 43,075.48

2020 Budget Goals	Total			Unused Member Equity as % of Total Member Equity
	2020 Actual	Actual vs Plan	2020 Plan	
		%		
Number of Members	13	8%	156	46%
Total Sources	\$ 11,116	22%	\$ 49,901	
Total Uses	\$ 5,337	48%	\$ 11,012	
Surplus/Overrun	\$ 5,779		\$ 38,889	



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WWGroCo 2020 Budget and Dashboard_20200425

By Stage Budget

Sources & Uses, Stages 1 - As of 4/25/2020	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	\$ 2,315	\$ 93,828	74%	\$ 127,500		
Donations										
- General	\$ 838	\$ -	\$ 17,000	\$ 17,000	\$ 175	\$ 813		\$ 34,638		
- Scholarships-General	\$ -	\$ 300	\$ -	\$ -	\$ -	\$ 300		\$ 300		
- Scholarships-Student	\$ -	\$ 1,250	\$ -	\$ -	\$ -	\$ 1,250		\$ 1,250		
- Special	\$ -	\$ -	\$ 228	\$ -	\$ 228	\$ 228		\$ 228		
- T-Shirts	\$ -	\$ 110	\$ -	\$ -	\$ -	\$ 110	100%	\$ 110		
subtotal Owner's Contrib	\$ 44,223	\$ 49,588	\$ 40,626	\$ 27,500	\$ 2,716	\$ 96,526	60%	\$ 161,936		
Grants	\$ 10,500	\$ 1,750	\$ 8,250	\$ 30,000	\$ 8,250	\$ 20,500	41%	\$ 50,500	CDA, USDA Rural Seed Grant	
Interest Income	\$ 3	\$ 107	\$ 25	\$ 50	\$ 12	\$ 122	66%	\$ 184		
Sales of Promotional Items	\$ 1,508	\$ 2,299	\$ 1,000	\$ 1,000	\$ 138	\$ 3,945	68%	\$ 5,807		
Total Sources	\$ 56,234	\$ 53,743	\$ 49,901	\$ 58,550	\$ 11,116	\$ 121,093	55%	\$ 218,428		
Uses:										Notes
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	\$ 63	\$ 2,017	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	\$ 1,000	\$ 300	\$ 520	\$ 6,191	89%	\$ 6,971	Ads	
- Promotional Materials	\$ 521	\$ 1,109	\$ -	\$ 2,000	\$ 431	\$ 2,061		\$ 3,629	Printing, stickers, brochures	
- 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	Float, candy, food	
- Member Packets	\$ 1,379	\$ 280	\$ -	\$ 500	\$ -	\$ 1,660	77%	\$ 2,160		
Project Management										
- Canva	\$ 125	\$ 314	\$ 139		\$ 2	\$ 441	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	\$ 1,840		\$ 1,840	\$ 12,270	100%	\$ 12,270	No addl rent after April 2020	
- Postage & Supplies	\$ 195	\$ 441	\$ 200	\$ 500	\$ 31	\$ 666	50%	\$ 1,336		
- QuickBooks	\$ -	\$ 270	\$ 375		\$ 152	\$ 422	65%	\$ 645		
- SmartSheets	\$ -	\$ 900	\$ -		\$ -	\$ 900	100%	\$ 900		
- State Fees	\$ 139	\$ 184	\$ 10	\$ 350	\$ 10	\$ 333	49%	\$ 683		
- Web Domain	\$ 18	\$ 104	\$ 52		\$ 81	\$ 203	117%	\$ 174		

WWGroCo 2020 Budget and Dashboard_20200425

By Stage Budget

Sources & Uses, Stages 1 - As of 4/25/2020	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		
Sales Tax	\$ -	\$ 115	\$ 50		\$ 45	\$ 159	97%	\$ 165	5% of Sales	
Training (Governance)	\$ 600	\$ 7,849	\$ 1,250	\$ 1,000	\$ 1,250	\$ 9,699	91%	\$ 10,699	Up & Coming, BOD Training, Field Trips	
Staff	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -		
Total Uses	\$ 12,830	\$ 59,886	\$ 11,012	\$ 41,950	\$ 5,337	\$ 78,052	62%	\$ 125,678		
CASH FLOW										
Cash Flow for the Period	\$ 43,404	\$ (6,143)	\$ 38,889	\$ 16,600		\$ 43,040	46%	\$ 92,750		
Beginning Cash	\$ -	\$ 43,404	\$ 37,261	\$ 76,150		\$ -		\$ -		
Ending Cash	\$ 43,404	\$ 37,261	\$ 76,150	\$ 92,750		\$ 43,040	46%	\$ 92,750		
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		\$ 93,828		\$ 127,500		
Unused Member Equity	\$ 43,404	\$ 37,261	\$ 76,150	\$ 92,750		\$ 43,040		\$ 92,750		
Used Member Equity, Accum	\$ 181	\$ 54,251	\$ 38,763	\$ 32,663		\$ 50,787		\$ 34,750		
Unused Member Equity as % of Total Member Equity						46%	Actual	73%	Budget	



Committee Check In:

Committee Chair Reports

Finance & Legal

Anne briefed the Board on the Finance & Legal Committee activities since the last Board meeting. Instead of meeting virtually on April 2, Jen & I asked that our Committee members check-in virtually and write their progress on a shared agenda in Google Docs. Aurelio & Elvia have made some progress on researching the steps and materials we need to establish a fiscal sponsor relationship with a non-profit, preferably the Whitewater Community Foundation. Some other action items were paused, including

- a. Identifying a point of contact for the Capital Campaign Consultant;
- b. Updating the Attendee Spreadsheet to reflect the presentations volunteers actually attended at Up & Coming.
- c. **Jen** and **Destine** developing a lenders presentation for the F&L May meeting.
- d. **Jen** and **Patrick** meeting with insurance agent to establish insurance policy needs.
- e. **Jen, Aurelio, and Lacey** meeting to discuss different Pro Forma scenarios from the MSI General meeting, possibly before the next F&L meeting in April.
- f. **Jen** emailing a copy of the Travel & Expense Reimbursement and In-Kind Donation Policy and Expense Reimbursement and In-Kind Donation Form to members and how to return it to Jen.
- g. **Jen** reviewing the Cash Management & Accounting Policy draft and providing Destine with feedback.

Board Development

Jo reported on her results into researching the Board meeting frequency of other food co-ops who are in or around our same stage of development. Most Boards are meeting twice a month - once with just the executive team and the other with the full Board. She is working on a succession plan in May. Jo will be leaving the Board in October and is actively recruiting for someone to take her place. She is also reaching out to the Board members individually to see if they will continue after this year (regardless of their term). She is looking specifically for people who fit a fundraising background in order to help with the Capital Campaign. She is in the process of reviewing the Board Application to make sure it accommodates for limiting activities as a result of a public health crisis. She is also reviewing the planned Board Education Assignments for Board meetings. She suggested that everyone on the Board participate in one of the CoVideo sessions, perhaps even one that might be outside of your wheelhouse. She attended a session on Outreach and found it really interesting. Her goals for May include cleaning up the Google Drive and revamping the election materials.

Outreach & Ownership

Katy reported that the Committee met once after the #saferathome went into effect. They talked about what is important for owners to hear right now. Jonathan took over social media and he has been doing a great job!

She updated the Board on changes to her Committee. Tricia Borchardt has found some other volunteer activities. She still wants to be a part of the GroCo, but will no longer be on the Committee, nor able to help out with administrative tasks or cover office hours.

Sam Pike moved back to Maine at least for the time being. If he feels settled, he may not come back. There is a possibility of Sam hosting some virtual classes for us. Katy checked-in with all of her other volunteers about



their capacity and said that it was good to chat with everyone individually.

The sales of the GroCo Pale Ale are going well. Katy promoted our collaboration with Second Salem on our social media accounts and in our email newsletter. She's heard anecdotally that lots of people love the taste of it. Our collaboration with a small local business was mentioned during one of the CoVideo calls as a one of the creative ways to do new marketing at this time.

Katy said that we need to determine how to proceed with the newsletter since we are keeping it as electronic delivery only. Instead of a May newsletter, Katy thought maybe each of us could take a handful of owners and call them to update them. Katy and Lacey will be working on a script, including common talking points, number of owners, overall status, so that we are all consistent with what we are saying. Lacey says that it is a really good idea as it would be good for owners to hear from us first about updates, then we'll follow up with Capital Campaign calls.

Brienne reported that she had a conversation with USDA about grants at the conference. Our grant made it all the way through the process, which is excellent. They just ran out of funds. She heard that it is important to focus on rural development and feasibility studies. Brienne said that there are 4 grants that we could apply for, with deadlines of May 5 or May 18. Brienne asked for help brainstorming ideas with someone before she completes the grant applications. Lacey, Anne, & Jen all volunteered to help. Brienne will schedule some time to meet and will also send out a synopsis of all of the grants that we can apply for to provide insight into the process. Lacey asked that we hold on this discussion until the next agenda item where we are talking about what role we can fulfill right now in the community that can put us on the right path for grant development.

6:20

Board Business:

Shared understanding of how our timeline is affected by COVID-19

Badger Bounce Back Plan: Which of our activities are affected and for how long? (10 minutes)

Lacey reviewed the Badger Bounce Back Plan with the Board. Developed by Governor Tony Evers, it outlines gated reopening of the state and what types of activities will take place in each stage. The plan states that there are certain gating criteria that we need to reach as a state before we open the state's economy, including increasing testing, contact tracing, decreasing cases and deaths. When those are met, we move into Phase 1. When the next gating criteria have been met, then we have moved into Phase 2, etc.

We are currently in the #saferathome stage. Recommendations for all stages through Phase 3 include wearing masks if you are ill, physical distancing of 6 feet or more. In regards to gatherings, in Phase 1, we can have events with up to 10 people. When we move into Phase 1 as a State, we need to decide whether or not we want to meet in-person as a Board keeping in mind that we need to maintain social distancing.

We are a non-essential business. All of our business operations have to be moved online until Phase 1, partial reopening, opening with best practices (online education & remote work, over 60 #saferat home). Phase 3 is when we can resume normal activities.

The Board came to a consensus that we should follow the Badger Bounce Back Plan. Praveen indicated that if the University is any reflection on how the community should respond, all courses and learning activities are going to be held virtually during the summer and perhaps even the fall. Katy does not foresee us holding any



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in-person larger events this year.

As for meetings, if we felt comfortable being 6 feet apart, Katy could see us having in-person meetings. Video conference in as well. Katy has been exploring ways that we can table “virtually” on Facebook or Instagram. She also thinks that video blogs would be fun with our owners, local producers, and local businesses and might generate energy and engagement in our social media accounts and website.

Jen thinks it would be good to overlay the Badger Bounce Back Plan this table in the bounce back plan - activity on the left is Board meetings and what we expect to be doing in Phase 1, Phase 2, Phase 3 - annual meeting, tabling, committee meetings - to clarify expectations. It could be shared with our volunteers, owners, stakeholders. Praveen volunteered to draft the GroCo Bounce Back Plan as described. Lacey said that Praveen should let her know by the end of the week if he needs help.

Lacey reviewed the **Pause & Assess Worksheet**. This was an activity that was suggested by FCI to help co-ops identify the work that could/should be paused and the work that could continue during the pandemic.

Pause	Continue
Board Development: nothing to pause	Board Development: succession, education, governance and policy
Business Development: nothing to pause	Business Development: site selection, business plan, grant writing, capital campaign research, pro forma
Volunteer Development: active recruiting, in-person training	Volunteer Development: communication and online training
Outreach: in-person events, tabling, door-to-door	Outreach: communication and online outreach
	Hiring: look for an intern for PR and Marketing for summer/next semester

CoVideo Series: What we’ve learned? Who can join? Where are the resources?

The COVIdeo series was launched in early April as a way to provide food co-op start-ups with tools and tips on how to manage their development during a crisis...specifically a pandemic. This series is hosted and organized by Jacqueline Hannah at Food Co-op Initiative. Katy has attended most of the sessions and provided a summary of their content for the Board to review. She categorized the content into three themes: Outreach, Ownership Growth, and Board/Business Development.

Outreach:

Reach out to volunteers to find out their capacity for the project and how they can contribute now (DONE!)



****Board tends to say, "O&O has got this, they'll report back," but Board needs to be in constant communication and collaboration with O&O.**

Great outreach = meaningful and sustainable.

Sustainable = capacity

Messaging capacity = space and quality

- what kind of work will one message take
- how many steps does one message require
- audience's capacity is limited, too
- if something's working, make it better

DON'T BE AFRAID TO TAG LOCAL BUSINESS TO GET THEIR ATTENTION AND SHOW THAT WE'RE IN THIS TOGETHER!

Expand and deepen your co-op community - why we are good for the community.

Vols and Board members should always interact with posts in some way, shape, or form, to help the organic reach and avoid having to boost posts. Take a minute to go to our page and share it, comment on it, or give it a like.

We need to be the co-op we want it to be when we're open and start living it now.

Ideas that could work:

1. Biz video plugs
2. LIVE Q&A by Brienne?
3. Yard sign pics
4. Write cards/letters to people doing great things in the community or to our Owners
5. Do the Bingo cards for supporting small businesses
6. Put on button on website for all COVID-19 resources and links to local access to food/help
7. Call people for help during this!
8. Shift money around to create branded reusable bags for the market
9. Teach people how to garden without social contact.

Ownership Growth:

We are the solution to our local food system!

- What is our goal?
- What's the next big milestone on our timeline?
- What can we realistically achieve?
- What tactics can we use to accomplish this goal? One idea is to emphasize owner installment plan, or less expensive ownership options, asking for donations that will go to a pool. Jen said that we do have donations that are earmarked for ownerships. Brienne says that we need to



come up with something more standardized to help communicate a request for donations to help support this option, including why you would want to subsidize an ownership.

- How do we update our messaging in terms of the current situation and/or our timeline?

The Number One reason people join a co-op is because THEY ARE ASKED! We have to ASK. Provide owner payment plans/subsidies. Always give an update on the co-op and a list of what we need and action items after every event or in every newsletter.

Connect people to people. **Pics of Owners with signs or wearing our swag is fun and positive. Or pics of Owners with other co-ops' swag.

Call Owners! People are home and answering more often than before. OR actually calling back.

Educate and prepare your owners for the campaign!

Shift Our Measure of Success:

From Membership to Engagement...membership is still important and is always the goal, but engagement will reflect future activity/membership for the co-op.

Maintain transparency. People care about what we're doing. Talking about our process is critical. If we stop communicating, that is not good. **We ARE still meeting. We ARE still checking our inboxes. We ARE still here to answer questions.- *They want to know if we are stuck, they want to know if we are charging forward,*

Possibility: Each Board member and volunteer call a handful of Owners with our next update ("script" written up by Katy or Lacey or whomever) as replacement for the printed newsletter we were planning to have sponsored. LOVE IT!

Ideas that could work:

1. Virtual Info Sessions in collab with other groups or bizes online
2. Online Owner Drives
3. Potluck, Share Your Recipe, and Movie Night sponsored by Cultivate Community Food Co-op: Earth Day Celebration - Virtual Potluck/Movie Night - "Modified"
4. Facebook Lives to talk about our co-op

Lots of ideas can be found in the notes on the CoVideo Series: People Like the Internet.

Board/Project Development:

- Is everyone okay? We should always be asking each other.
- Does anyone need support? What do you need?
- What are our new norms? Within the co-op and in our personal lives.

Communication is key ALL THE TIME

- With each other
- With your members



- With your partners
- With your community

(Check-in with others (especially on our board) to see how we are, what our capacity is, etc.)

Reassess & Reassign Roles based on internal bandwidth, this includes what committees look like now, too. *This is REALLY IMPORTANT NOW.*

Frequent check-ins to assess personal capacities and constant shifting as the pandemic shifts. We need to check-in and see if people who were going to move on are still thinking about that. Or maybe new people are wanting to move on now that things have changed. *These can be informal through CHAT or HAPPY HOURS.*

Good Qs to ask ourselves:

What shape was our governance in when COVID-19 started?

What do we decide to do now?

Learn to delegate.

Create a list of 3 things you want someone to do for **you** on a regular basis and make an arrangement with a volunteer to do the work. Meet/talk weekly to check in. Start with smaller buckets of work. Pretend everyone is a volunteer and make sure all peoples are on board doing work whether large or small amounts. *Hold each other accountable.*

Refocus efforts on back-end systems - *if we decide to pause on a lot of things externally, we can do things internally.*

Work with the knowns and plan for the unknowns. That's what we should focus on now.

Get in touch with what we are and why we are doing this. Have a convo around whether we're still going to be/working toward being a store or if our goal now is to be a helpful organization (around local food systems).

Brienne noted that our Owner-versary is next week. Lacey will join the O&O Committee meeting on Thursday, April 30 to help plan to celebrate or acknowledge this anniversary of when we started taking owners.

Review of our current communication. What is our current role?

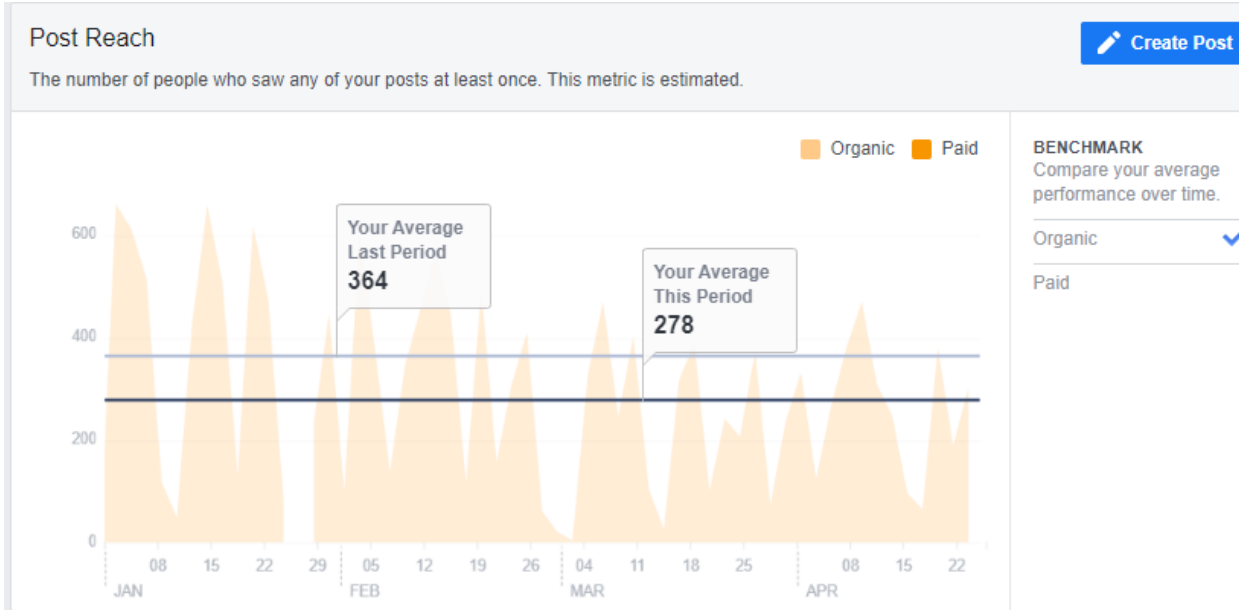
Lacey provided a report on our current communication. She thought this was important to review with the Board to assure them that the GroCo has been anything but silent. We are posting with the same frequency as we were before and even more on several occasions.

The items with high engagement reflect when several of us shared, liked or commented on those items. Lacey thanked Tricia, Katy, Brienne, and Jonathon for keeping our voice active during this time. Our communication has fallen into these categories:



1. Local business and supplier support and information (like this great resource)
2. Resources and advice (for people who are homebound)
3. Information about food, grocery stores, and co-ops
4. Gratitude and feel good stuff

Here is our organic reach since the beginning of the year. We are holding pretty steady overall:





























































































Here are the total posts we've shared sine 3/16 (unofficial start of "all this")



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

Published	Post	Type	Targeting	Reach	Engagement
04/24/2020 9:44 PM	 Owner, Ron, liked the GroCo Pale Ale! Have you tried it? Be like Ron			196 	4 4 
04/24/2020 5:00 PM	 Awesome article about food co-ops and the need for them in a just,			207 	1 4 
04/23/2020 11:03 AM	 🍌 April is National Volunteer Month and we couldn't let the			419 	85 37 
04/23/2020 10:09 AM	 Spend some time outside in your neighborhoods, yards, and local			99 	12 6 
04/22/2020 9:44 AM	 Happy Earth Day everyone! 🌍 As may of you know, sustainability is			188 	4 8 
04/21/2020 5:00 PM	 This year, 12 Owners of the Whitewater Grocery Co-op joined			214 	9 6 
04/20/2020 10:31 AM	 Owner #495, Dale Wimer, bought the GroCo Pale Ale on Saturday			401 	24 29 
04/17/2020 1:05 PM	 To-Go daiquiris and margaritas?! Thanks for the treat this weekend,			456 	39 15 
04/17/2020 10:06 AM				55 	8 4 

04/15/2020 7:13 PM	 What's your favorite quarantine meal? 🍳 Post a picture of what			202		17 9	
04/15/2020 4:00 PM	 Do you have random ingredients in your fridge or pantry? Trying to			252		10 5	
04/15/2020 10:57 AM	 The Warhawks pantry is still open and running for all students in			225		3 1	
04/14/2020 12:00 PM	 You know what day it is...Market day! head down to the Depot 4-7			268		9 6	
04/13/2020 11:38 AM	 Sign the petition to allow EBT recipients to order groceries online			534		37 17	
04/12/2020 6:53 PM	 Anyone thinking of planting a garden these days?			402		35 16	
04/10/2020 12:54 PM	 🗣️ We're so excited about this collaboration with Second Salem			515		68 43	
04/09/2020 3:00 PM	 There is no better time to improve your immune system and overall			250		9 7	
04/08/2020 7:05 PM	 Informative story about the global food supply.			183		3 1	
04/08/2020 11:01 AM	 Check out this fun and uplifting article written about a local farmer			404		43 27	
04/07/2020 12:00 PM	 Whitewater City Market will be at the Depot downtown 4-7 pm today.			215		22 3	
04/06/2020 11:06 AM	 During these turbulent times, food co-ops are proving to be everyday			288		8 18	
04/03/2020 11:00 AM	 Eat your weeds! What a great way to save money, get nutritious food,			198		13 3	
04/03/2020 10:17 AM	 Staller Estate is offering their charcuterie boards (6 cheeses and			251		9 4	
04/02/2020 4:01 PM	 Another fabulous local restaurant and Whitewater Grocery Co.			232		40 10	
04/02/2020 2:42 PM	 Another of our local restaurants advertising their specials for today.			294		19 10	
04/02/2020 1:00 PM	 People that are living a more sustainable, self reliant life, are			160		2 0	
04/01/2020 4:35 PM	 Do you want to take some FREE online classes to learn how to			279		14 3	



MEETING MINUTES

Whitewater Grocery Co

Board of Directors

04/01/2020 9:58 AM	Very timely webinars coming up about the importance of community			216		3 15	
03/31/2020 12:00 PM	Food pantries, local businesses, and churches have stepped up to			260		13 8	
03/30/2020 10:47 AM	Check out this guide to cooking and meal prepping while we are in			188		6 5	
03/28/2020 2:20 PM	We're committed to making a community-owned grocery store			208		7 4	
03/28/2020 11:55 AM	We're committed to making a community-owned grocery store			312		14 19	
03/28/2020 9:57 AM	Local restaurant owner and Grocery Co. owner is still giving			271		55 7	
03/27/2020 3:16 PM	Sunny Brook Farm Virtual Market Stand			441		64 26	
03/25/2020 1:44 PM	Belt Me Beef is one of Whitewater's local vendors. They			251		21 11	
03/23/2020 4:34 PM	More community love in action. https://m.facebook.com/story.php?			246		24 8	
03/22/2020 11:13 AM	Local restaurant owner and Grocery Co. owner is still giving			428		50 41	
03/20/2020 5:47 PM	Sunny Brook Farm Virtual Market Stand			259		32 15	
03/20/2020 12:45 PM	Volunteer and Owner, Nadia, shared this wonderful recipe for			241		20 6	
03/20/2020 12:31 PM	Volunteer and Owner, Nadia, shared this wonderful recipe for			301		10 4	
03/19/2020 8:41 PM	A Whitewater business offering to feed lunch to our kids during Spring			184		16 3	
03/19/2020 8:45 PM	A Whitewater business offering to feed lunch to our kids during Spring			287		31 15	
03/19/2020 2:03 PM	GroCo Owner Sarah Hoots of Hoots Fruits & Vegetables is			166		5 7	
03/19/2020 12:16 PM	Two weeks ago, a few members of our crew were off to Madison for			259		5 22	
03/18/2020 1:34 PM	In light of recent events and the warning to social distance as much			287		26 17	

And here are some samples of the types of posts we're sharing:



Whitewater Grocery Co.

Published by Katy Daixon Wimer [?] · March 17 ·

Here at Whitewater Grocery Co., we deeply appreciate local, especially in this time of social distancing and quarantines, and feel it's important to ALWAYS support the little guys because they, in turn, support our city, too! So we compiled a list of all of our GroCo Owners who are also local vendors and restaurants so you can continue to get some food/gift cards you may want or need. We hope you are all staying happy, healthy, and safe. Here's to mutual virtual support. #gogroco #inthistogether

Here at Whitewater Grocery Co., we deeply appreciate local, especially in this time of social distancing and quarantines, and feel it's important to ALWAYS support the little guys because they, in turn, support our city, too! So we compiled a list of all of our GroCo Owners who are also local vendors and restaurants so you can continue to get some food/gift cards you may want or need. We hope you are all staying happy, healthy, and safe. Here's to mutual virtual support. #gogroco #inthistogether

1. ABCD Farmhouse:

<https://www.facebook.com/ABCDfarmhouse/>
(253) 380-9036

Offering FREE recipes for homemade bread and yogurt as well as resources for making cheese! Still selling eggs and their handcrafted soap.

2. The Black Sheep:

<https://www.eatatblacksheep.com/order-pickup-or-delivery>
262-613-7119

Offering FREE bagged breakfast and lunch for pickup 9:30a-10:30a Tuesdays-Fridays for as long as they can or until schools reopen. Their regular menu is open for ordering take-out during normal hours of operation.

DOCS.GOOGLE.COM

GroCo Owner Vendors/Restaurants/Other Resources Contact Info



Whitewater Grocery Co.

Published by Tricia Borchardt [?] · March 19 ·

A Whitewater business offering to feed lunch to our kids during Spring Break.



Toppers Pizza (325 W. Center St., Whitewater, WI)
March 19 ·

Like Page

As all parents in Whitewater know, the state made the tough decision to close schools temporarily due to Covid-19. Toppers Pizza knows how difficult this decision...

See More



Whitewater Grocery Co.

Published by Katy Daixon Wimer [?] · March 18 ·

In light of recent events and the warning to social distance as much as possible, local vendor and GroCo Owners, Therese and Jim McKenzie of Wood Street Bakery are providing pickup points where no people-to-people interaction needs to occur.

Order before Friday to grab your goodies Saturday:

<https://www.woodstreetbakery.com/find-us/#localpickup>

Choose from one of these three locations for pickup:

937 Charles St (Whitewater West)

921 E. Milwaukee St (Whitewater East)

N7579 W. Lakeshore Dr. (Whitewater Lake)

And if you want to learn more about this wonderful local bakery, you can read about them in this article published by Whitewater Tourism Council: <https://www.discoverwhitewater.org/blog/woodstreetbakery>



DISCOVERWHITewater.ORG

Bakery Talk with Therese McKenzie of Wood Street Bakery | Discover Whitewater



Whitewater Grocery Co.

Published by Tricia Borchardt [?] · March 20 ·

I am still accepting orders for daily on farm pick up and local delivery. I will also accept pre orders for the next Whitewater City Market Tuesday, 21st April from 4 - 7 pm at the Historic Depot at 301 W Whitewater St. I will be harvesting for market on Monday. If you want anything please text or email to place an order and make arrangements. For anyone that can't text or email calling in your order will work. I will need your email address if you wish to pay with apple pay, Google pay, or credit card. I'd prefer not to handle any cash but it's still an option. Always wash and sanitize your hands before and after handling money. There is a pickup location on the farm; a good excuse to take a drive in the country. On farm order pickup is available after you are notified that your order is accepted and will be ready.

Stay safe!

Lettuce mix	¼ lb bag	\$3	
	½ lb bag	\$6	
	1 lb bag	\$11	
Baby kale	¼ lb bag	\$3.50	
Spinach	¼ lb bag	\$3	
	½ lb bag	\$6	
	1 lb bag	\$11	

DOCS.GOOGLE.COM

Sunny Brook Farm Virtual Market Stand

I will make deliveries between 10 am and 3 pm Saturday 3/21/2020. There...



MEETING MINUTES Whitewater Grocery Co Board of Directors

GOODHOUSEKEEPING.COM
The Complete Guide to Navigating Your Kitchen While Homebound

Whitewater Grocery Co.
Published by Jonathan Roberts [?] · March 30 at 10:47 AM ·

Check out this guide to cooking and meal prepping while we are in a state of "shelter in place". Many of us are eating at home much more due to restaurant closures, luckily there are plenty of online resources to aid us in healthy meal prepping! 🍌🍌🍌

Staller Estate Winery
April 3 at 9:16 AM ·

WI Farmers need our help!! The more Charcuterie Boards you buy the more cheese we use which in turn helps to support our local Farmers. If you would like to or...
See More

Whitewater Grocery Co.
Published by Katy Daixon Wimer [?] · April 3 at 10:17 AM ·

Staller Estate is offering their charcuterie boards (6 cheeses and 5 meats) for \$30! Need some nibbles and want to help out our dairy farmers? Call them with your order for pickup!

VOLUMEONE.ORG
Local Food Systems: Supporting Our Community in a Crisis
We've all seen signs and memes on social media urging us to "shop local"...

Whitewater Grocery Co.
Published by Brienne Diebolt-Brown [?] · March 28 at 11:55 AM ·

We're committed to making a community-owned grocery store happen in Whitewater!

CHANGE.ORG
Sign the Petition
Allow EBT recipients to order groceries online during COVID-19 pandemic.

Whitewater Grocery Co.
Published by Jonathan Roberts [?] · April 13 at 11:38 AM ·

Sign the petition to allow EBT recipients to order groceries online during the pandemic! Co-op principle number 7 is concern for community, let's make sure we are all taken care of and safe. 💜
#community #foodcoop

Messaging and work going forward: What unique role do we fill in the community?

Katy thinks of the GroCo as a hub, connecting people with the community, local business, helpful resources, the University, local producers and vendors, the helpers, etc.

Lacey thinks of the GroCo as playing an important role in supporting fresh & local products -- even though we are not selling, we are highlighting where people can buy these items and how people can use them.

Grace Crickette, a member-owner and vice chancellor for administrative affairs and ethics office at UWW, has asked that we consider the feasibility of setting up a pop-up bulk grocery store in the Community Engagement Center. Lacey wonders if we could establish some iteration of a buying club, a space where people could purchase items from the Whitewater City Market and Whitewater Farmers Market on non-market days. The Saturday Farmers Market has officially moved to the Historic Depot and is opening on May 4. Brienne thinks that we could talk to Grace about this idea and see if the Community Engagement Center or would have the staff or location capacity to develop and implement an indoor Farmers Market on non-market days.



MEETING MINUTES
Whitewater Grocery Co
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Greg was wondering how we could help, highlight and promote someone who might already be providing that service in the community. He just learned that Chef Tyler Sailsbery is buying local lettuce in bulk and selling it at The Black Sheep. Tyler is helping to keep the local supply chain healthy while at the same time providing people in need with food.

Jo talked about Paddy Coughlin's Pub who completely changed their business model to provide the community with food bundles every week filled with fresh produce and non-perishable goods for people to purchase. Jo really admires their innovation and was wondering how or if we could do the same - identify a community need right now and fill it. The Board talked about the upcoming shortage of meat due to meat processing plants closing as a result of COVID-19 outbreaks.

Katy talked about the role we can play in promoting local businesses on our social media accounts - highlighting their history in the community, what they're doing during the pandemic, etc.

Al Stanek joined our Happy Hour on April 26 and reminded us that we owe the CDA an update. They have hired a new director who will be starting in June. Brienne said it would be critical to our applications for any USDA grant that we have a matching grant from CDA.

Our goal is still to open a grocery store - and we want to continue that effort. The Board is in agreement that we still want to proceed with the work of opening a store. In the meantime, we want to use our influence to communicate about and promote the local food system in our community.

Jen wondered how we could fulfill other roles in the community. She cited the need to support our local food producers and makers to better coordinate online ordering and contactless transactions. Some vendors are better at it than others. All of them would benefit by having a more coordinated approach by making it easier for consumers to order and pay for products in advance and pick it up from the Market.

With all of the ideas, we need to evaluate them to determine if we have the capacity to engage, research and implement and whether or not they align with our values, including providing a service to the community and bolstering and connecting to our local supply chain.

Lacey will reach out to Tyler, Downtown Whitewater, and some market vendors that are owners to see if we can play a role in coordinating online payment options for our local food providers.

Administrative: Review Timeline: Prioritize our activities informed by our role in the community and our constraints due to COVID-19.

Anne will reach out to Vicki to see if she would be willing to lead the effort to update the timeline. She is an expert at matching owner benchmarks with business development since she attended the FCI Deep Dive course in Ownership Growth. After Lacey hears back from Anne as to whether Vicki is on board, Lacey will schedule a meeting with Vicki, Jen and Brienne to review and update.

Lacey noted that CCMA is going virtual during the same dates, June 8-12. Anne reported that we do have a scholarship for one free registration. She will forward it onto Lacey when she receives it.



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

Looking Ahead: Housekeeping Announcement(s)

- Lacey will send out a survey about rescheduling the May meeting date and asking what worked well and what didn't work well in this virtual meeting format.
- Mail hold starts on May 1. The mail will be held at the post office and we will pick it up there.
- One last update regarding site selection. Lacey reported that she had a phone call with John from MSI last week. Next steps include concept drawings and build out costs comparison. Lacey will schedule some time for her, Jen, and John to meet to talk about costs so Jen can continue to work on the pro forma.

Closing:

We are all in this together even though we are apart! President Reichwald officially adjourned the meeting at 7:41 p.m. The minutes were respectfully submitted to the Board on Saturday, May 23 by the Board Secretary, Anne Hartwick.