



When: June 09, 2020 5:30PM - 7:30PM

Where: Zoom 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 review policies, educate the board on calling our owners, and move our project forward.

Preliminaries: The meeting was called to order by President Lacey Reichwald at 5:34 p.m.

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

The mission and values for the Whitewater Grocery Co. was read by Lacey. The intent for this meeting is to review policies, educate the board on calling our owners, and move our project forward.

Owner and volunteer extraordinaire Vicki Hagstotz joined the meeting at 5:36 p.m. at which point Greg shared the packet with her via email.

Lacey proposed that we move the "Board Development: Training Board Members to Make Owner Calls" to the top of the agenda, following the approval of the Consent Agenda. She also suggested we table the "Timeline Update" and the premiere of the video until the next Board meeting. No one objected to these proposed changes. Lacey moved to approve the agenda as modified. Second by Katy. AYES: Lacey, Greg, Jennifer, Anne, Jo, Katy, and Elvia. NOES: None. Abstain: None.

The Board then held a moment of silence in memory of George Floyd and as a sign of solidarity and support for the Black community. Lacey ended the silence voicing her intention for us as a Board and as a cooperative to focus on diversity and inclusivity and take measures to build it into our culture.

Consent Agenda: Greg moved to approve our previous meeting's minutes. Second by Elvia. AYES: Lacey, Greg, Jennifer, Anne, Jo, Katy, and Elvia. NOES: None. Abstain: None.

Accountability:

Lacey asked if anyone needs help with their assigned tasks ahead of the next meeting?

- Anne asked Katy if she could locate the volunteer agreement so that she could update it. Katy will check on the volunteer agreement and send it to Anne.
- Lacey will review the action items and update. Praveen and Lacey are meeting to discuss the



business plan.

- All Board members should update the Outstanding Action Items if they have any updates.
- The Executive Team will review the remaining Outstanding Action Items and make a determination as to whether they should be cancelled, postponed until a later time or need immediate attention.

Board Development: Outreach to our existing owners

Katy and Vicki reviewed the current outreach plan to our existing owners. This calling campaign is based on what was learned during one of the COVIDeo series calls. All of the materials needed for Board members and volunteers to participate in the outreach plan can be found on our Google Drive: Training board members to make Owner Calls.

A training session for the calling volunteers will take place on Wednesday, June 10, the agenda of which is contained below.

Agenda for Training on Owner Calls

1. Brief introduction and history of the co-op presentation - Lacey
2. Need for personal connection in the age of COVID-19 - Katy
 - a. Case studies from other co-ops
 - b. Our experiences so far
3. The How-To Call
 - a. Call List
 - b. Call Log Form
 - c. Etiquette and Script
 - i. It's ok to tell owners you will be reading from a script
 - ii. Stay positive!
4. Additional Resources
 - a. FAQ
 - b. Links page
 - c. Affirming Responses
5. Questions and discussion

Membership growth is important and always the goal. Part of ownership growth is based on engaging our current owners and this activity plays a critical role in gaining new owners. It is important to note that owners want to take action. Owner engagement allows owners to participate and provides them with the opportunity to tell their co-op story and what it means for them to be an owner.

The plan is to have every Board member make a certain number of phone calls over the next several weeks. We also have a number of volunteers doing so. After the Board completes their quota, they can stop to attend to other pressing Board business unless there is a request from one of the outreach volunteers for a follow-up phone call to an owner.

Katy and Vicki reviewed the calling materials. You start from the spreadsheet, then click on the form, follow the script and enter in content.

Katy read through the phone call etiquette. The calls seem to be about 15 minutes long. Between 9 a.m. to 7 p.m. is a good time to call. The script is a guide. There are helpful links in the folder that



include a link to FAQs. Volunteer callers will be emailing Katy if the owner wants a follow-up conversation with a Board member.

Katy read through the script to see if Board members have any feedback or input. If people talk for a while, it is okay to say that I am about to give you an update from a script to keep the call concise.

We do have questions during the last portion of the script.

We do have a list of affirming responses in case people are sharing a bunch of ideas and you feel frozen on how to respond.

To close the conversation, thank them for their support. Go back into the list and note whether or not you left a message and whether or not you spoke to someone. Jen made some suggestions regarding improving the form and the spreadsheet. Lacey likes the idea of eliminating some columns and including just one column for a checkbox that marks will the caller can mark as complete. Call form will have some auto-fill fields, including the date and the caller's name.

Anne asked about whether or not there was a script to leave a message, and there is.

Anne also asked what to do if you reach someone that wants to correspond via email. Volunteers should let Katy know if the owner wants to receive an update via email.

Vicki also said that we should designate Board members and volunteer callers as Do Not Call on the list.

Board members are responsible for calling ten people by June 22.

Greg noted that he is very proud of the group that worked on this project. Katy thanked everyone for their willingness to make calls.

Katy's advice is to take a really deep breath and remember that you are both human.

The Board members speculated that the number one question we'll be asked is, when will we open? Lacey said that we can respond that we are looking at three timelines. Community support is going to be the key. We will be sharing that timeline on our social media posts and in our newsletter. Lacey will have her video done soon as well.

Katy will update the timeline on the website and add an FAQ about when the store will open.

As you start using the data entry forms, if you have any ideas about what you want to include, let Jen know. She was thinking about adding some additional fields.

Jen and Anne will talk about how to connect this content to NationBuilder.

Administrative: Policy Review: Review and approve updates to the following policies: Board Policies A, C1-C8 - Lacey did not see anything that she recommended be changed, but she does have a question about one policy. Board Process - C6 - Officers Roles - The president plans for leadership (officer) perpetuation. She wondered if it truly is the President's role or if it is the role of the Board Development Committee. Brienne says that in terms of leadership, she thought it should remain as a responsibility of the President. Lacey thinks that there has to be a component of mentorship. Her question is what is her responsibility for succession planning for the officer roles? Lacey is wondering if she should be actively mentoring people for those roles.



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Anne suggested that we refer the question to Jo as chair of the Board Development Committee to research how to address Lacey's question regarding Board Process - C6 - Officer Roles. Lacey will add a review of Policy C6 to the Board's Mid-Month meeting agenda in July.

Greg moved to reapprove Board Policies A, C1-5, and C7-8. Second by Jen. AYES: Lacey, Greg, Jennifer, Anne, Jo, Katy, and Elvia. NOES: None. Abstain: None. Lacey will update the reapproval dates in the policy handbook.

The Board reviewed the new policy, C12 - Succession Planning Policy as proposed by Board Development Chair Joanna Baker. No questions were posed and no changes were suggested. Lacey moved to approve. Second by Katy. AYES: Lacey, Greg, Jennifer, Anne, Jo, Katy, and Elvia. NOES: None. Abstain: None. Lacey will add this new policy to our policy handbook and note the Board approval date where appropriate.

The Board reviewed the Outreach and Ownership Committee Charter and the questions and suggestions proposed by Katy on behalf of the Committee (see below). Discussion ensued about the responsibility of this Committee for maintaining the integrity of the information of owner accounts. Katy wasn't sure if that should remain within the purview of this Committee. The consensus of the Board was that this is the most appropriate Committee for that task.

In regards to Outreach Duties & Responsibilities #1, Lacey is concerned if we strike the text "Identify and recommend to the Board of Directors a range of options for a paid or volunteer person or a team to" develop our materials that we might lose control of our Brand. That if leadership and composition of the Committee changes, that the Board has approval over the development of these materials. We also talked about whether or not #8 (Ownership Duties & Responsibilities) and #9 (Outreach Duties & Responsibilities) needs to remain under each category of duties and responsibilities. Lacey and Jen recommended that we keep them as is and the Board concurred. Brienne moved to approve the Charter as revised. Second by Greg. YES: Lacey, Greg, Jennifer, Anne, Jo, Katy, and Elvia. NOES: None. Abstain: None. Lacey will revise the Charter as approved.



Ownership & Outreach Committee Charter

The purpose of this standing committee is ~~to lead the effort~~ to educate the community about the value of ~~this endeavor~~ a cooperatively-owned grocery store, ~~and~~ promote ownership through a variety of materials, ~~and~~ activities, and PR channels, and engage both the community and Owners in ways that inspire cooperation.

The committee will meet every ~~other~~ week. ~~with~~ The chair is ~~being~~ ultimately responsible for scheduling ~~the~~ meetings, ~~delegating~~ tasks, and reporting to the Board of Directors. ~~and~~ The secretary is ~~being~~ ultimately responsible for taking and posting the minutes and keeping track of action items identified during the meeting.

The membership of this committee shall be no less than three.

Ownership Duties & Responsibilities:

1. Work with Board of Directors to create an annual ownership committee budget.
2. Prepare an annual calendar for ownership either ~~to be~~ run by the cooperative or that the cooperative ~~should~~ takes part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement. ~~and~~ The annual meeting should be included on this calendar.
3. Work with the Board of Directors and other committees on planning and executing the annual ownership meeting.
4. Research and establish a method for tracking and evaluating the relative success of ownership generation activities.
5. Maintain integrity of information on ownership accounts.
6. Spend money (within budgeted amounts) to accomplish the committee's goals.
7. Recruit and oversee volunteers to work on ownership generation (including individuals, families, and businesses) and ~~linkage-activities~~ connection.
8. Provide a brief written report to the Board of Directors monthly about the activities of this committee, ownership growth, and upcoming events.

Outreach Duties & Responsibilities:

1. ~~Identify and recommend to the Board of Directors a range of options for a paid or volunteer person or team to~~ Develop brochures, posters, website, social media, and other promotional materials.
2. Write and publish regular news updates for Owners and the community and maintain/regularly update website and social media.
3. Build relationships with local and regional media outlets, write and distribute press



- releases, and offer interviews.
4. Produce presentation materials for community, civic, and other social groups; prepare co-op presenters to be available for speaking engagements.
 5. Work with Board of Directors to create an annual community outreach committee budget.
 6. Prepare an annual calendar for community outreach events either ~~to be~~ run by the cooperative or that the cooperative ~~should~~ takes part in. These events may be specifically to increase ownership or generally to promote the cooperative and community involvement. ~~and~~ The annual meeting should be included on this calendar.
 7. Spend money (within budgeted amounts) to accomplish the committee's goals.
 8. Recruit and oversee volunteers to work on community outreach activities ~~and all promotional materials.~~
 9. Provide a brief written report to the Board of Directors monthly about the activities of this committee, community outreach, and upcoming events.

Limit: The committee cannot spend more than budgeted, cannot spend more than \$50 on unbudgeted items without committee approval, and no individual committee member has the authority to spend money unless specifically authorized by the committee or Board of Directors.

Updated: ~~March 12, 2019~~ June 7, 2020
Board Approved: March 12, 2019

Final question: should these be combined considering we've never submitted two separate written reports nor drafted up separate budgets?

Timeline Update - The world premier of our timeline education video was tabled until the next Board meeting.

Looking Ahead: The Board reviewed the agenda for the next meeting and did not have anything to add at this time. Lacey said that we might need to adjourn into an executive session so that she could update the Board on the site selection.

Closing: President Reichwald officially adjourned the meeting at 7:06 p.m. The minutes were respectfully submitted to the Board on Friday, Juneteenth, 2020 by the Board Secretary, Anne Hartwick.

DRAFT OF NEXT MONTH'S AGENDA (JUNE 22 - Agenda 2)

Agenda 1 (early month meeting) is policy, governance, and board development/education.
Agenda 2 (mid-late month meeting) is committee check-ins, board business, and accountability.
These can be flexible depending on the needs of the Board at that time.

Time	Topic	Board Action or Outcomes	Leader(s)
5:15	Gather, Socialize, Settle	Please be online by 5:25 to test your tech and make sure we can start on time with everyone present. Share and listen; make our readiness known. Enjoy time together and settle in by 5:30	
5:30	Preliminaries: Call to Order	Officially start the meeting	



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Mission and Intention Guests Agenda Review	Shared understanding of our co-op's mission and tonight's purpose Welcome, set expectations for meeting participation, allow for comments Approve the agenda; decide on any changes	
Consent Agenda: Approve minutes	Accept and enter into record our previous meeting's minutes. Accept and approve committee reports and/or president's report	
Financial Report	Discuss and accept dashboard and treasurer's report	
Committee Updates	Any requests for updates from committees? - F&L Update on WCF Meeting	
Accountability: Check on progress of Action Items	Does anyone need help with their assigned tasks ahead of the next meeting? What has been achieved?	
Board Business:	Review and approve MOU from UWW regarding CEC Review and approve Needs Assessment and Task List	
Looking Ahead:	Review Calendar for next month Review draft agenda for next month	
Closing: Review decisions & tasks Adjourn	Discuss and agree on what we accomplished Officially end meeting	