



**When:** April 13, 2021 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, and sustainable practices: people, planet, profit.

**Meeting Intention:** Taking bigger steps forward with Site Selection Committee, learning the results of our board and community organizing assessments, and receiving updates on our Pro Forma, site buildout, and business plan.

Agenda 1 (mid-month meeting) is policy, governance, and board development/education.

Agenda 2 (late-month meeting) is for BIG topics for in-depth discussion and accountability.

**Preliminaries:** The meeting was called to order by President Katy Wimer at 5:36 p.m.

Board Members Present: Katy Wimer, Greg Majkrzak, Jennifer Crone, Lacey Reichwald, Brienne Diebolt-Brown,. Board Members Absent: Anne Hartwick, Elvia Meza-Klosinski, CJ Wagner, and Sarah Hoots.

The mission and values for the Whitewater Grocery Co. was read by Lacey.

Lacey moved to approve the agenda. Motion passed without dissent.

**Consent Agenda:** Greg moved to approve **minutes from our March 9th Board meeting**. Second by Jen. Motion passed without dissent.

### **Financial Report Dashboard, Budget, Expenses, Income**

Current owner drive has produced 10 new owners since last month's report with a number being special access owners. Current balance for special access is mostly for student-use funds, have used most of the non-student donations. Anne will be adding a "student vs not a student" to application form so it can be better kept track of. The money given to GroCo by UWW student government was discussed, and was decided to keep it earmarked for students, who would then only need to invest \$25 to join. It was discussed if there was anything else that could be done to drum up student involvement, Lacey responded that she had given a press release to the Royal Purple about the Special Access Ownership, but it was not picked up, Lacey suggested editing the release to be more student focused and then resubmitting it.

Anne Hartwick joined the meeting at 5:47pm

### **Capital Campaign** planning update

Anne shared the **Timeline** created for the Capital Campaign. Lacey says "it is a NICE spreadsheet!" A launch date of 09/01/21 was put in so all the dates are calculated to correspond to that. Destine is doing work to research costs for items contained in the budget. The budget and timeline are on track to be completed by the end of April, which would take up about 1/2 the hours budgeted to Katie Novak. Katy pointed out that Katie Novak said a Capital Campaign coordinator should be in place by May, Katy asked Katie if we could hire her for that position, Katie said she does not do that. Finding a coordinator was discussed, it was decided to speak with Destine first to see if she is interested and go from there. It was brought up by Lacey that it may be a good idea to talk to Katie about her rate to



train the Capital Campaign Coordinator since “we are all over capacity!” Anne will look at Katie’s a la carte options as well and see what we may be able to budget for. Jen pointed out that she has questions about the Capital Campaign Budget and should probably meet with the planning committee before it’s presented to the board. Anne was under the assumption that Katie and Destine would present it to the board for review and said that there is still research that is happening. Jen feels that there are certain elements of the budget contained that require other parts of the organization to carry out and so they may be better suited to provide feedback on the budget, ie certain parts of consulting may be better informed by F&L, print and advertising items may be better sorted out by O&O committee, Jen feels that at this point it is not involving enough people that will be coming up with the detailed plans. It was decided that there needs to be a discussion with Katie as to what she wants and when she wants board input.

### **Volunteer Agreement**

Anne moved to approve the agreement, Lacey seconded with “I like the content and design”. Motion passed without dissent.

### **Site Buildout Committee Charter**

This charter is to form a committee that will take a site forward from selection and forward. This committee would not have negotiation powers or be signing the lease. The committee will be limited to only owners.

Lacey moved to approve, Greg seconded. Passed without dissent

### **Board Assessment & Community Organizing**

It was decided to move to the late month meeting due to the missing board members at this meeting. Brienne moved to table to this topic to the late month, second by Katy, passed without dissent.

### **Pro Forma Update**

Timeline of things that progress is being made on, Jacqueline reviewed the pro-forma after the last meeting and went through the feedback as well as going through the pro-forma from Clipper City that was shared. Lacey has taken our data and put it into the Clipper City format (“it’s the Tesla of pro-formas, it’s beautiful”). It was decided that the next pro-forma update board meeting would be 05/11/21, in closed session.

### **Site Buildout Update**

This is a document Lacey put together with positions and who she currently has to fill out the committee. Page 2 is of the consultants that Lacey has spoken with and who have given feedback that’s been very useful. Lacey has told some people from the committee that have reached out that decisions are still a few weeks in the future as the committee is still being built out. She has also told all on committee that they will gather in the 2nd half of April for a committee launch, then get together in May, and then Lacey would back off at the end of May and just be available from board related questions. Greg volunteered to help liaison in case Lacey is not readily available.

### **Business Plan Update**

Ron suggested having Kristine Zaballos reviewing our business plan. Lacey reached out to Kristine and she is going to look at our current business plan and look at a model business plan and compare and workshop it with the board at the May 24th meeting.

### **Update on feedback from Jan**

Brienne left a VM telling her that legal and finance would call her regarding stock share questions and input.

### **2021 Board Calendar**

Calendar was reviewed and adjusted as needed.

### **Action Items**

Please make sure you are checking in regularly and marking items as done or in progress.



MEETING MINUTES  
Whitewater Grocery Co  
Board of Directors

**Closing:** President Wimer officially adjourned the meeting at 6:46 p.m. The minutes were respectfully submitted to the Board on April 25, 2021 by the Board Secretary, CJ Wagner.