



When: May 03, 2021 6:30PM - 8:30PM

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:

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 6:32 p.m.

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

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

Consent Agenda: Anne moved to approve the minutes from our [April 13th Board Meeting](#). Second by Greg. Motion passed without dissent.

Financial Report [Dashboard, Budget, Expenses, Income](#)

741 owners as of 05/02 and 9 new since last report. There was a good response to the ownership drive. The only expenses added were Nationbuilder expenses, Katie Novak money, and money from the February Merch sale.

Ownerpalooza money have not been designated for anything yet, Katy reached out to donors who gave and got consent to do what we want with their donations. Something will need to be proposed as to what to do with this money in the budget.

Reapprove [Capital Campaign Budget](#)

Jen reviewed the Capital Campaign Budget worksheet and realized printed materials (about \$7k) were missing from the total and when added this makes the Capital Campaign budget more like \$44k.

Working on a M.O.U. with Kathy and would like to get one close to what Oshkosh had, and then have Patrick look it over.

Lacey moved to approve the updated Capital Campaign Budget, Anne seconds it with the same contingencies as before, passed without dissent.

Vote to extend contract with Katie Novak

There was a discussion about extending Katie Novak's contract, Anne will talk to Katie about what's needed going forward for services proposal.

Filling 2 Board seats pre-election

Sarah and Elvia's board seats will be up, with Elvia done now and Sarah done at the end of the month-discuss suggestions for board members, add suggestions to SLACK #board channel

Campaign Manager

Planning team interviews need to be in place to help select a Capital Campaign Coordinator. Katy will follow-up with potential planning team members. Jen would join the Capital Campaign Planning Committee if there was a treasurer found to take her place.

[Community Organizing Assessment](#)



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This just needs to be updated. Vicki updated it last, may be good for CJ to update. There was a discussion about how to solicit community feedback. Lacey talked to Jaclyn who said it's important to get owner feedback but you don't want to re-write the vision over and over.

Brienne spoke to some members of the spanish speaking community, went to El Rey in Milwaukee and would like to put out something about how we can be like that and will talk to in-town tienda owners to let them know we are wanting to work with them and not against them.

How do we change the board to reflect the different segments of the community? Lacey suggested keeping diversity in mind when filling empty seats.

How do we serve the community as a whole and not just our owners around issues of social justice, equity and inclusion? We are looking at partnering with FFA on doing a project about GroCo and who it would serve in the community. Have O&O do spotlights on minority owned businesses.

How do we develop strategic alliances with community stakeholders and organizations? Is this another committee? Jaclyn suggested going deeper with the relationships we have vs. having a lot of them. Any organizations that we have symbiotic relationships with, ask what we can do to go forward with them and be strategic with those partnerships. There was a discussion about finding members with relationships with faith leaders about what we could do to serve them.

Action Items

Requests for future agenda

- Move monthly update to late month meetings
- Have White Supremacy Training at late month meeting?
- Move mid-month meetings to 2nd Weds of the month (instead of Tuesday)
- Re-entry plan for meeting at CEC discussed, will need to figure out how to best conduct hybrid meetings

Meeting then entered closed session.

Closing: President Wimer officially adjourned the meeting at xx p.m. The minutes were respectfully submitted to the Board on June 09, 2020 by the Board Secretary, CJ Wagner.