



**When:** July 14, 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.

**Tonight's Purpose:** **Vote on Project Manager, reassess business plan, discuss Campaign Manager & timeline**

**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 5:34 p.m.

Board Members Present: Katy Wimer, Greg Majkrzak, Jennifer Crone, Anne Hartwick, Brienne Diebolt-Brown, Ron Binning, Zachary Poepke, CJ Wagner. Board Members Absent: None.

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

Member-Owners Gayle Stettler and Kristine Zaballos joined the meeting and was welcomed by Katy.

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

**Consent Agenda:** Accept and enter into record the [minutes from our June 6th Board meeting](#) Brienne moved to approve, Second by Zach. Motion passed without dissent.

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

No report was given in May, so this report is covering May - June. At 763 members, +22 owners since last report, with 38 new owners the 2nd quarter and 56 for the year. For budget, Jen compared the Actual 2021 budget to the Approved 2021 budget. Numbers that have changed are in italics, with not many changes. Other expenses include accounting bill, Capital Campaign expenses, CC fees, insurance, office line item is the rent, also accounted for in the expenses are some small monthly zoom and quickbook fees .

Reapprove our [Bylaws](#)

Anne moved to approve the bylaws as is, second by Jen, passed without dissent.

[Business Plan](#)

Kristine Zaballos joined the meeting at 5:45pm to discuss the Business Plan. Kristine shared the [development time frame](#) she created and the board reviewed upcoming tasks. She will be reaching out to Brienne and Jennifer next week regarding their pieces for the Background part of the timeline. The board discussed upcoming tasks and who would be best to reach out for the different parts of the business plan. Anne suggested an action item of considering another market study or addendum to the current market study. The board brainstormed Key Success Factors along with Kristine. It was decided that Kristine will join future meeting for about 30 mins (when available), and will send out ahead of time what she will be discussing with the board to review prior to the meeting. Katy pointed out that there is a #businessplan slack channel as well for communication.

**Discuss hiring and vote to hire Project Manager**

7 roots has said that the Project Manager position is a part time job, they recommend having a project manager to help keep the board "in the know" when there is turnover on the board, it would be a paid



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position, and there are some in Milwaukee, and this type of thing is definitely what we can use USDA grants towards. Brienne is trying to get a proposal to the board by the next meeting.

**Discuss Capital Campaign Manager & Timeline**

Ron is interested in the Capital Campaign Manager position, and pointed out that it would be a good fit due to his involvement and knowledge of the community, as well as his experience managing projects. Ron will be reaching out to Katie Novak for more consulting as to what the role would look like. Zach suggested possibly getting an assistant campaign manager that could be a paid position as well.

Filling Lacey's seat (and Greg's if need be)

Brainstormed ideas for who could fill Lacey's seat, and brainstormed names. Katy will email Maggie and Thayer Coburn.

**2021 Board Calendar**

Anne pointed out that she won't be able to attend the Lime Peer Calls, calls need to be added to the calendar. CJ will add in business plan with Kristine.

**Action Items**

Requests for future agenda

It was decided that from this point forward Jen only needs to do a Treasurer's Report quarterly or as the board sees needed.

Discuss what we accomplished & adjourn meeting

**Closing:** President Wimer officially adjourned the meeting at 7:40 p.m. The minutes were respectfully submitted to the Board on 08/09/21 by the Board Secretary, CJ Wagner.