



When: July 26, 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: Workshop business plan, discuss capital campaign and project managers, and review elections 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 5:33 p.m.

Board Members Present: Katy Wimer, Jennifer Crone, Anne Hartwick, Ron Binning, Zach Poepke, and CJ Wagner. Board Members Absent: Brienne Diebolt-Brown, Greg Majkrzak

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

Member-Owner Kathleen Fleming and Kristine Zaballos joined the meeting and were welcomed by Katy.

Business Plan --

Kristine sent out "homework" but didn't get contributions yet, will continue to workshop during meetings, please follow-up with her if there are bad/good times for contribution.

Page 2, Trends, looks like it needs to be updated, feels very academic, also may want to contribute how Covid has altered things as the most recent update is currently dated 2016. Jen suggested putting in Jaclyn's update from Up & Coming. Katy noted that it's \$100 for unlimited access to the classes from Up & Coming, Kristine mentioned that if that video is pulled for her then she can skim from it for the business plan. Anne reached out to Deb at G2G about a new market study, is still waiting to hear back about the proposal.

Page 3, Competitors, was reviewed and contributed to as a group.

Page 6, Site Selection, brainstormed and added to the "favorable characteristics" as well as other contributors to the site selection.

Page 4, Critical Issues, was reviewed and updated.

Letter of Intent for MSI --

Is available in Google Drive, basically says that MSI would get X amount if we go with them and X amount if we don't go with them. Still need a lawyer to look over, Anne will have Patrick Taylor look over Letter of Intent for MSI by the next meeting. Anne suggested also reaching out to Outpost since they used MSI and getting their perspective on it as well, Katy volunteered to reach out to them. Letter of Intent discussion will be added to the agenda for the next meeting to have continued discussion after being reviewed by Patrick Taylor and Katy talking to Outpost.

Capital Campaign Manager/Timeline Discussion--

Katy asked group how we feel about Spring. Ron added that the further it gets put off the more enthusiasm could be lost by members. Zach added that with the turnover on the board a May 1st



kick-off date may help with getting new board members in place and educated in time. Anne suggested to Ron to talk to Katie Novak and start assembling a planning team (including Destine and Zachary) to start the ball rolling. Discussion of how to keep the momentum, Katy suggested that we need to make sure everyone knows we need help to get us to the Capital Campaign. Katy also suggested having a larger training with board and volunteers about pro-forma and Capital Campaign to help everyone to discuss the upcoming steps with the public. WE HAVE 3 OPEN POSITIONS ON THE BOARD!

Board Elections Timeline - Anne

[2021 Annual Meeting Checklist](#)

[Timeline for Board Nominations & Elections](#)--Anne shared the entire generic annual meeting timeline, board app needs to be published Aug 4, would need board apps in by Sept 8 and published on website Sept 12 (this is with the annual meeting occurring on Weds, Oct 13). Ron suggested getting the GM from Oshkosh to speak at the annual meeting.

Agenda topics--

Board Officers--VP (Katy spoke to Brienne about),

Letter of Intent CDA

Letter of Intent MSI

G2G proposal for new market study (maybe, if Anne has back)

Annual Meeting

Closing: President Wimer officially adjourned the meeting at 7:31p.m.