



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

When: February 9, 2022 5:00PM - 7:00PM

Where: [Zoom](#)

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: Review Action Items, policy, & Grants Comm. charter, approve final budget, assign FCI workshops & Feasibility Dashboard

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

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

Preliminaries: The meeting was called to order by President Katy Wimer at 5:04 p.m.

Board Members Present: Katy Wimer, Jennifer Crone, Brienne Diebolt-Brown, CJ Wagner, Ron Binning, Kathie Fleming and Steve Michaelson. Board Members Absent: Zach Poepke

The mission and values for the Whitewater Grocery Co. was read by Brienne. The intention for this meeting is to review Action Items, policy, & Grants Comm. charter, approve final budget, assign FCI workshops & Feasibility Dashboard .

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

Consent Agenda: Brienne moved to approve the minutes from our [January 12th BOD Meeting](#) Second by CJ. Motion passed without dissent.

[Action Items 2022](#)

Office hours will commence this Friday and reoccur every Friday from 12-2.

Ron volunteered to be our representative at Chamber of Commerce Events.

[Cm - Expense Reimbursement and In-Kind Donation](#)

Brienne moved to approve, second by Katy, reapproved

[Grants Committee Charter](#)

Katy moved to approve, second by Brienne, reapproved.

[2022 Budget](#)

5 new owners so far in Q1, there was a very successful community fundraiser that raised \$7000 for beds for kids.

Ron moved to approve, second by Brienne, budget is approved.

[Assign Workshops](#)

Sign up for any workshops that interest you or you are available for, when you hover over the Session a box will appear with a description of what that session is.

[Grant Update](#)

Brienne will be applying for a grant due March 8th for Feasibility study, it won't pay for a new market study but will pay for industry background, market analysis, operational/technical characteristics and specifications, assessment of operational capacity, location considerations and lots of pro-forma type of stuff. They will fund anywhere between \$2k-\$250k.



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

Assign Feasibility Dashboard sections & Internal Assessment Guide

Two people will be assigned per square to assess where we are with Market Feasibility, use internal assessment guide.

Financial Feasibility–Jen & Zach

Site Feasibility–Kathleen & Ron

Organizational Capacity–Katy & CJ

Market Feasibility–Brienne and Steve

Please try and work on in next few weeks and complete by late month meeting in March. Do you feel like this part of the project status is met? What would be the logical next steps based on what's in that area? Feel free to change color based on what stage of feasibility we are in.

Seven Roots Update

Joel will be stopping in town to check out two potential sites on Feb 25, there will most likely be a side by side comparison of sites by early March in hopes of having a final decision of a site sometime in March.

Discuss Co-op vs. Cooperative rather than Co. for our name

It was discussed to look at rebranding to co-op in the logo down the road to coincide with a bigger future announcement.

2022 Board Calendar

Katy tabled monthly milestone updates, is thinking of sending out a quarterly letter instead as well as posting the letter to the blog.

Katy suggested compiling notes from FCI meetings and sharing what was learned at the late month meeting. Katy and Jen brought up going over 7 principles at late month meetings.

Project Timeline

Future agenda requests

Feasibility buddy assignments check-in in March meeting.

Final thoughts/questions & Adjourn meeting

Is anyone interested in co-leading the Capital Campaign committee with Ron?

Closing: President Wimer officially adjourned the meeting at 7:02 p.m. The minutes were respectfully submitted to the Board on March 9, 2022 by the Board Secretary, CJ Wagner.