



MEETING MINUTES
Whitewater Grocery Co
Board of Directors

When: January 12, 2022

5:00PM - 6:30PM

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: Review Action Items, discuss new Market Study results, discuss Board retreat

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

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, CJ Wagner, Zach Poepke, Ron Binning, and Kathie Fleming. Board Members Absent: Brienne Diebolt-Brown

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

Member-Owner xx joined the meeting and was welcomed by xx.

Jen moved to approve the agenda. Second by Ropn. Motion passed without dissent.

Consent Agenda: Ron moved to approve the minutes from our [minutes from our December 8th BOD Meeting](#) Second by Jen. Motion passed without dissent.

[Action Items 2021](#) & [Action Items 2022](#)

Went through action items and what has been completed and what needs to be carried over to 2022. Jen brought up that forms in the subscription form builder still need to be looked at before the subscription runs out in May.

[C10 - Policy and Charter Audit Process](#)

Zach moved to re-approve, Zach seconds, reapproved unanimously.

[Board Charter](#)

Jen moved to re-approve, Katy seconds, reapproved unanimously.

[2022 Draft Budget and Discussion](#)

Jen reviewed the budget proposed for 2022 and the discussion sheet she put together. Ending cash comes in at -\$840 so grant money is needed to help. On budget spreadsheet, tan/grey columns are actual budgets from past years, blue column is draft 2022 budget, and Jen added a purple column with asterisks to designate line items that will be affected by the Capital Campaign. Ron pointed out that when Fredricksburg began their Capital Campaign they signed an additional 300 members so and additional 100 members shouldn't be too difficult to achieve once the Capital Campaign begins. Jen pointed out that the promotional materials may need to be reviewed as t-shirts are getting low. Annual Meeting and Member Events budget will need to be reviewed depending on if in-person events occur. Some fees will need to be added to update Articles of Incorporation from 1000 member shares to 2000 shares. After making some updates to the draft budget the final budget came in at around \$14000.



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Market Study Results (was reviewed in close session)

Board Retreat thoughts

Katy asked for opinions regarding the Board Retreat (in person vs zoom), (just board vs with key volunteers), (strategic planning vs team building)

Retreat is tentatively set for Jan 29 from 10-2 with a lunch break at 12, at the CEC

2022 Board Calendar & Project Timeline

It was decided that Ron would attend Coral Peer Calls, and when he can't attend he will post in SLACK so that someone else can attend them.

Katy is going to reach out to O&O as to whether they would like to do a swag sale again

Future agenda requests

Katy will have a "2022 Future Agenda Items" document for anyone to add possible future agenda items.

Future board meetings will be conducted only via Zoom.

Closing: President Wimer officially adjourned the meeting at 7:08 p.m. The minutes were respectfully submitted to the Board on February 9 , 2022 by the Board Secretary, CJ Wagner.