



MEETING MINUTES  
Whitewater Grocery Co  
Board of Directors

**When:** September 08, 2021 5pm-6pm

**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:**

Special Meeting!

**Preliminaries:** The meeting was called to order by President Katy Wimer at 5:08pm

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

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

Member-Owner Valerie Richardson, joined the meeting and was welcomed by Katy.

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

**Nominate** & vote Kathleen Fleming onto the Board

Nominated by Anne, seconded by Brienne. Kathleen accepts the nomination. Appointment passed without dissent.

Seven Roots meeting update

Katy's biggest takeaway from the meeting with 7 roots was that there needs to be more discussion about the potential sites, and they are excited to discuss and come in. They also said that the pro-forma looks OK for a start-up. There was discussion about the deadline for the pro-forma, Anne suggested meeting with 7 Roots and Don Moffett to discuss the pro-form and come up with some action items. Jen added that they discussed the letter of intent with MSI with 7 Roots and that they suggested maybe waiting on working with MSI and first use industry averages to put into pro-forma and go through RFP process to get bids from multiple contractors rather than trying to fit MSI's projection into the pro-forma. 7 Roots also said that an LOI with a site build firm is not typical of where food co-ops usually are right now. Kathleen brought up still looking at sites and it was discussed that the board would be open to any and all sites until a lease is signed. Katy also mentioned that Kwik Trip was discussed on the call and how their offerings (ie if a Subway or something is attached) would affect what is offered as a grocerant. Jen did find out that both Kwik Trips are planned to be identical in amenities, neither one would have a fast food restaurant attached, and they would have a car wash. Brienne added that she brought up wanting a gift shop in the store and 7 Roots was open to helping come up with what should be offered.

Market Study Proposal from G2G--Board entered Executive Session at 5:45pm

**Closing:** President Wimer officially adjourned the meeting at 6:25 pm. The minutes were respectfully submitted to the Board on Sept 14, 2021 by the Board Secretary, CJ Wagner.