

Wheatsville Board of Directors
February Meeting Agenda
TUESDAY, FEBRUARY 25th, 2025
6:00-9:00PM *VIRTUAL MEETING*****

Contact Lwinters@wheatsville.com for info to join



TIME	TOPIC	ACTION	PAGE
6:00 pm	1. OPEN TIME – for WV Owners to present any topic to the board	LISTEN	
6:10 pm	2. AGENDA REVIEW	DISCUSS	
	3. CONSENT AGENDA:	VOTE	
	January 2025 Meeting Minutes		3-5
	Monthly Operations Report		6
	Ownership Report		7
	Monthly GM Update		8
	C1 - Unity of Control		9
	B1 - Governing Style		10
	B2 - The Board's Job		
6:15 pm	4. GOVERNANCE		
(1 min)	Recite Ends	RECITE	
(30 min)	NCG For Board Directors	DISCUSS	
(10 min)	Capital Campaign	DISCUSS	
(10 min)	Elect Committee Chairs	VOTE	
(10 min)	CCMA	DISCUSS	
(9 min)	Board Learning Materials	DISCUSS	11-23
7:25 pm	BREAK		
7:35 pm	5. GOVERNANCE, Part 2 & COMMITTEE WORK		
(5 min)	Nominations Committee	DISCUSS	
(5 min)	Owner Engagement Committee	DISCUSS	
(5 min)	Audit and Review Committee – Draft Board Budget	DISCUSS	
7:50 pm	6. EXECUTIVE SESSION		
(15 min)	Discuss proprietary business matters		
8:05 pm	7. ADJOURN		
(4 min)	March Preview, Closing Round, and Wrap-up	DISCUSS	
(1 min)	Adjourn		

- Wheatsville will be at the forefront of a transformed society that has:
- a thriving community centered on hospitality, kindness, and generosity
 - a robust cooperative economy
 - easy access to sustainable, healthy food solutions



Board of Directors February DRAFT Minutes February 25th, 2025

Present: Brandon Hines, *President*; Julie Gomez, *Treasurer*; Mindy Nobles, *Secretary*; Joelle Williams; Nicole Seltman; Lisa Mitchell, Cody Atkins; MeriJayd O'Connor; Brianna Menard

Staff present: Bill Bickford, *General Manager*; Lindsay Winters, *Board Admin*; and Tanya Carney, *Lamar Store Director*, Bree Whitehead, *Capital Campaign Coordinator*

Others Present: Tony Alogni, NCG

Call to Order 6:11 PM

1. OPEN TIME 6:11 PM

Discussion of shoppers' moods post-election. Possible impact of tariffs, deportation

2. AGENDA REVIEW 6:19 PM

Bill requested to move the Capital Campaign to just before the Executive Session.

3. CONSENT AGENDA 6:19 PM

January 2025 Meeting Minutes
Monthly Operations Report
Ownership Report
Monthly GM Update
C1 - Unity of Control
B1 - Governing Style
B2 - The Board's Job

---Brianna moved to accept the consent agenda. Joelle seconded. Motion passed (9-0-0).

4. GOVERNANCE AND COMMITTEE WORK 6:22 PM

Recite Ends, 6:22pm

Brianna recited the Ends.

NCG For Board Directors, 6:23pm

Tony presented to the Board members about NCG's roots as a business services cooperative that supports 165 food co-ops, including Wheatsville. He discussed NCG's programs, highlighting how it enhances co-ops' purchasing power by offering diverse products at competitive prices. NCG also provides training through Co-op U and marketing support, emphasizing its role as a partner rather than just a service provider.

Julie asked if Boards could access Co-op U. Tony confirmed, noting its focus on operations. MeriJayd thanked Tony and inquired about peer co-ops. Cody asked about incentives.



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for co-ops that co-brand with NCG. Tony mentioned that incentives are available and offered to connect the Board with marketing for more details if interested.

BREAK

7:03 PM

Elect Committee Chairs, 7:15 pm

Brandon noted Julie was appointed chair of the Audit and Review Committee as part of becoming board Treasurer.

Joelle volunteered to serve as the chair of the Nominations Committee. Brandon motioned to appoint Joelle as the chair. Brianna seconded. Motion passed (9-0-0).

Mindy proposed electing MeriJayd as the chair of the Owner Engagement Committee. Lisa seconded. Motion passed (9-0-0).

CCMA, 7:19 pm

Brandon discussed the upcoming CCMA conference with the Board. There is no virtual option for attendance; however, recordings might be available for purchase after the conference. Lindsay will confirm this with CCMA. The Directors considered the value of sending one or more members to the conference, along with exploring other learning opportunities, such as Columinate, for the Board.

Capital Campaign, 7:30 pm

Bree provided the Board with an update on recent activities related to the capital campaign, which included meetings with donors and potential funding sources in the pipeline.

Bree will reach out to the Directors who have volunteered to assist with contacting donors and will provide them with information on the call process. She also expressed her desire to coordinate photos and video testimonials with the Board members later this month; specific dates and times for this will be discussed separately.

Lisa raised concerns about some error codes on the website affecting access to the "Become an Owner" page. The marketing team will address these issues.

Board Learning Materials, 7:57 pm

Brandon requested the board to review the materials, stating that he is open to offline discussions if any questions arise.

5. GOVERNANCE, Part 2 & COMMITTEE WORK

7:59 PM

Nominations Committee 7:59 pm



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Joelle presented tentative dates for the elections, which is scheduled to start Saturday, October 18th, and conclude on November 8th. She stated that the Board application packets will be available starting June 2nd and must be submitted by August 2nd. Additionally, MeriJayd and Joelle discussed aiming to hold the annual owner meeting on October 18th.

Brandon requested that Joelle include this outline in the next Board packet.

Owner Engagement Committee 8:03 pm

MeriJayd asked the Board if they could attend the upcoming Plant and Sustainability Faire on Saturday, March 1st. Joelle, Mindy, and Brianna mentioned being able to attend the event.

Audit and Review Committee – DRAFT board budget update, 8:05 pm

Julie mentioned having questions about the Board budget and if items needed to be adjusted. Bill and Lisa stated that it's ideal to have leftover funds and the Board has historically tried to stay under budget despite reduced allocations.

Julie and Lisa will meet later to discuss the Budget further.

6. EXECUTIVE SESSION

8:13 PM

***Purpose – to discuss proprietary business matters

At 8:13 pm, Brandon brought the Board into an executive session to include Bill Bickford, General Manager, and Tanya Carney, South Lamar Store Director, and Lindsay Winters, Board Admin.

At 8:29 pm, Brandon moved the Board out of executive session.

6. ADJOURN

8:29 PM

March Preview, Closing Round, and Wrap-up, 8:29 PM

Brandon discussed having a special session with Ben Sandel leading into the Capital Campaign.

At 8:34 pm, Brandon adjourned the meeting.