

Wheatsville Board of Directors
July Meeting Agenda
Tuesday, July 22nd, 2025
6:30-9:00PM *VIRTUAL MEETING*****
Contact Lwinters@Wheatsville for info to join



TIME	TOPIC	ACTION	PAGE
6:30pm	1. OPEN TIME – for WV Owners to present any topic to the board	LISTEN	
6:40pm	2. AGENDA REVIEW	DISCUSS	
	3. CONSENT AGENDA:	VOTE	
	June 2025 Meeting Minutes		4-7
	Monthly Operations Report		8
	Monthly Ownership Report		9
	Monthly GM Update		10
	B6 – Officers' Roles Monitoring Survey		11
	B7 – Board Committee Principles Monitoring Survey		12
6:40pm	4. GOVERNANCE		
(1 min)	Recite Ends	RECITE	
(20 min)	Capital Campaign Update	DISCUSS	
(10 min)	D1 – Financial Conditions GM Monitoring Report	VOTE	13-27
7:10 pm	BREAK		
7:20pm	5. COMMITTEE WORK		
(10 min)	Nominations Committee	DISCUSS	
(10 min)	Owner Engagement Committee	DISCUSS	
(10 min)	Audit and Review Committee	VOTE	28-31
(10 min)	Columinate Article, Brianna	DISCUSS	
(5 min)	Monthly Look-Ahead	DISCUSS	
8:05pm	6. EXECUTIVE SESSION		
(45 min)	***Purpose – to discuss proprietary business matters		
8 :50pm	7. EXECUTIVE SESSION		
(15 min)	***BOD-Only Check-in		
9:05pm	8. ADJOURN		
(5 min)	Finalize RFP	VOTE	
(1 min)	August preview, Closing Round, and Wrap-up		
	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



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Present: Brandon Hines, *President*; Julie Gomez, *Treasurer*; Mindy Nobles, *Secretary*; Cody Atkins; MeriJayd O'Connor; Brianna Menard;

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

Others Present: Bree Whitehead, Capital Campaign Coordinator

Absent: Joelle Williams

Call to Order **6:31 PM**

1. OPEN TIME **6:31 PM**

2. AGENDA REVIEW **6:50 PM**

Brianna asked to move the Columinate Article Review to the August meeting.

3. CONSENT AGENDA **6:50 PM**

June 2025 Meeting Minutes
Monthly Operations Report
Monthly Ownership Report
B6 – Officers' Roles Monitoring Survey
B7 – Board Committee Principles Monitoring Survey
Monthly GM Update

— Brianna moved to accept the Consent Agenda. Julie Seconded. Motion passed (6-0-0).

4. GOVERNANCE AND COMMITTEE WORK **6:53 PM**
Recite Ends, 6:53 pm

—Everyone recited the Ends.

Capital Campaign Update, 6:55 pm

Bree shared that following the announcement of Wheatsville's new locations replacing the Guadalupe store, there's been a surge in interest from potential investors—nearly \$100K in new



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commitments since the news. To date, Wheatsville has received just over \$800K in checks since the capital campaign began, with expectations for continued growth.

She also highlighted that October's Round-Up at the Register will benefit the Wheatsville Community Fund, helping to close the purchase of the Fresh Plus lease and assets. Bill proposed reducing the number of Community Action Partners from 10 to 9 in the next election cycle, reserving the 10th spot for another Wheatsville Community Fund round-up to support the acquisition. MeriJayd expressed support, and Bill asked for additional Board feedback.

Julie suggested Wheatsville participate in Amplify Austin Day, while Brandon asked about enabling customers to always round up at checkout. Cody was neutral on the nonprofit choice but asked about incentives like a \$1 sticker. Bree noted that smaller donations might impact larger gifts, but options like \$1, \$2, and \$3 round-up amounts are being considered.

Brandon asked if Board members could initiate investor conversations and hand them off at the prospectus stage if they were unable to manage the engagement through the entire process. Bree confirmed she'd be happy to take over at that point. Brandon encouraged directors to help by making calls and connections, then passing leads along to Bree for follow-up.

D1 – Financial Conditions GM Monitoring Report , 7:23 pm

Bill reported that Wheatsville was profitable in Q4 with improved margins. However, Guadalupe's profits continue to decline, though its cash flow is still helping support staffing across the organization.

Brandon pointed out that despite the corridor's decline, we're outperforming market studies and have underutilized opportunities. Bill discussed projections from G2G vs. Realstat for the new Hyde Park and Anderson Lane locations.

Brandon asked about Q4 profitability, which Bill clarified came from price increases, not operations. He added that tariffs haven't impacted most of our imports from Mexico and Canada. Brandon also inquired about non-operating revenue.

MeriJayd asked about risks from not being profitable; Bill confirmed there are no issues with loans or audits. She also suggested donor recognition through bricks or a mural, but Bill advised against it until store designs are finalized.

—Brandon Moved to accept D1. Julie Seconded. Motion passed (6-0-0).



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BREAK

7:49 PM

5. GOVERNANCE, Part 2 & COMMITTEE WORK

7:57 PM

Nominations Committee, 7:57 pm

Update pushed to next meeting.

Owner Engagement Committee, 7:58 pm

MeriJayd reviewed logistics for the Fall Owner Gathering (FOG), scheduled for October 18. She proposed combining it with an owner mixer and outlined the typical FOG structure: GM message, community action and vendor speakers, treasurer update, and one-minute speeches from Board candidates. She and Bree discussed refining key messaging and weaving it into the schedule. Bree offered to MC and incorporate messaging organically, with MeriJayd and Brandon kicking things off.

MeriJayd suggested inviting an owner-investor to speak, emphasizing the importance of this year's FOG. She noted the need for a financial report, Board candidate info, and a state-of-the-co-op update from Bree, Bill, or both.

The group discussed whether to include an auction at FOG; Bree will explore if it fits. Bree also asked for feedback on the current mixer format with food and drinks. Brandon emphasized the importance of drawing a strong crowd, given the exciting updates. MeriJayd suggested personally inviting new owners from the past two years.

She also floated the idea of a member vote related to the new stores. Bill noted that while input is valuable, binary voting may not be feasible. MeriJayd will draft a proposed FOG agenda.

Bree asked to join the Owner Engagement Committee, and MeriJayd accepted.

Audit and Review Committee, 8:24 pm

Julie confirmed that everything looked good with the Direct Inspection of Tax Payments.

—Julie motioned to accept with the pending changes on the date corrections of the Direct Inspection of Tax Payments. Brandon seconded. Motion Passed (6-0-0).

Quarterly Board budget, 8:28 pm

Julie noted the Board is staying within budget.



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Columinate Article, Brianna, 8:30 pm

Postponed to August meeting.

Monthly Look-Ahead, 8:30 pm

Mindy provided an overview of key items for the next three months. Brandon and Julie will connect offline to discuss the Annual Report.

6. EXECUTIVE SESSION

8:32 PM

***Purpose – to discuss proprietary business matters

At 8:32 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 8:50 pm Brandon moved Bill Bickford, Tanya Carney, and Lindsay Winters out of the Executive session for a BOD-only check-in.

At 8:59 pm, Brandon moved the Board out of executive session.

8. ADJOURN

8:59 PM

Finalize RFP, 8:59 pm

—Brandon motioned to approve the finalized GM Compensation RFP. Cody Seconded. Motion Passed (6-0-0).

July Preview, Closing Round, and Wrap-up, 9:05 PM

At 9:05 pm, Brandon adjourned the meeting.