

Wheatsville Board of Directors
June Meeting Agenda
Tuesday, June 24th, 2025
6:30-9:00PM *VIRTUAL MEETING*****
Contact Lwinters@wheatsville.com 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 3. CONSENT AGENDA: May 2025 Meeting Minutes Monthly Operations Report Monthly Ownership Report Monthly GM Update Mid-Year Board Self-Evaluation	DISCUSS VOTE	
6:45pm (1 min) (10 min) (4 min) (20 min)	4. GOVERNANCE Recite Ends ACBA Update Disclose Potential Conflicts of Interest (ref B.5.3) D2 – Business Planning + Financial Budgeting GM Monitoring Report	RECITE DISCUSS DISCUSS VOTE	
7:20pm	BREAK		
7:30p (40 min)	EXECUTIVE SESSION **Quarterly BOD-Only Check-in		
8:20pm (10 min) (5 min) (10 min) (10 min) (10 min) (5 min) (10 min)	5. GOVERNANCE, Part 2 & COMMITTEE WORK Approval of Relocation/Expansion Plan Nominations Committee Owner Engagement Committee & Columinate Article Review Audit and Review Committee, Authorize Engagement GM Eval. & Comp. RFP Discussion D6 Policy Review (move to August) July and August Agenda Preview	VOTE DISCUSS DISCUSS VOTE DISCUSS VOTE DISCUSS	
9:10pm (4 min) (1 min)	7. ADJOURN July preview, Closing Round, and Wrap-up Adjourn	DISCUSS	

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 June Minutes June 24th, 2025

Present: Brandon Hines, *President* (6:41pm); Julie Gomez, *Treasurer*; Mindy Nobles *Secretary*; Joelle Williams; 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: Don Jackson, ACBA, Bree Whitehead (7:30-8:30 pm), Capital Campaign Coordinator, Michelle Schry, NCG (7:30-8:30 pm)

Call to Order **6:34 PM**

1. OPEN TIME **6:34 PM**

2. AGENDA REVIEW **6:41 PM**

The Board notes the Executive Session should not be board only and should be open to staff who have permission to attend.

3. CONSENT AGENDA **6:41 PM**

May 2025 Meeting Minutes
Monthly Operations Report
Monthly Ownership Report
Monthly GM Update
Mid-Year Board Self-Evaluation

—MeriJayd moved to accept the Consent Agenda. Joelle Seconded. Motion passed (7-0-0).

4. GOVERNANCE AND COMMITTEE WORK **6:45 PM**

Recite Ends, 6:45 pm

— MeriJayd recited the Ends.

ACBA Update, 6:45 pm

Don noted that he will provide the Board with an April–June ACBA update at a later time. Don shared recent ACBA developments, along with news about the new Del Valle co-op, which has experienced a delayed launch but has secured a startup business loan. Don will follow up with Bill to confirm whether Wheatville is eligible to apply for seed financing as well.

MeriJayd and Don also discussed the new co-op's location, which is planned near the Circuit of the Americas on a large property called Milo's Backyard.



Board of Directors June Minutes June 24th, 2025

Disclose Potential Conflict of Interest, 6:54 pm

Brandon asked if any Directors had questions or new conflicts of interest to disclose. None were reported.

D2 – Business Plan + Financial Budgeting, 6:55 pm

Bill noted that the only change to this year's Business Plan was the addition of expanded food prep and increased product offerings. He highlighted that this is Rita's first Marketing Plan, as there wasn't one last year due to her transition into the role. He also pointed out the budget projects a negative net profit, which is expected as long as Guadalupe remains open, and acknowledged non-compliance with most budget items. He invited questions from the Board.

MeriJayd shared that she enjoyed the Marketing Plan and asked why the Annual Meeting wasn't included, suggesting it would be a good opportunity to highlight the Board. She also proposed replacing Wine Down Wednesday with non-alcoholic cocktail events. Bill noted they're experimenting with event formats. MeriJayd praised Rita's approach to social media.

Brandon asked if social engagement metrics could be tied to customer count, but Bill said there's no direct way to link them to store performance. Brandon also asked about the co-op's loan, and Bill confirmed a final payment is due in early 2027.

Brandon asked if there were any further questions and there were none.

—MeriJayd motioned to Accept the Business Plan. Julie Seconded. Motion Passed (7-0-0).

Audit and Review Committee, 7:08 pm

Julie presented the Wegner letter and noted that the audit cost slightly exceeds the Board's budget. She and MeriJayd discussed that annual audits are currently required but may become less frequent once the loan is repaid.

—Mindy moved to approve the Wegner engagement letter. Brandon Seconded. Motion passed (7-0-0).

Brandon and Julie decided to move the Direct Inspection of Tax Payments to next month.

Nominations Committee, 7:12 pm

Joelle shared that there has been no interest in Board applications so far. MeriJayd asked about in-store signage, and Brandon encouraged Directors to reach out within their networks. Bill asked if Don might be interested in returning or could someone recommend ACBA. MeriJayd suggested tabling to engage owners in running for the Board.



Board of Directors June Minutes June 24th, 2025

MeriJayd also asked Bill about the ACBA Co-op panel and whether co-op farms could wholesale to Wheatsville. Bill said they may not be ready yet. He mentioned that Future Co-op Bakery is interested in renting part of the Bakehouse during off-peak hours. MeriJayd proposed sending Grab & Go items to Del Valle and asked about alternatives to plastic packaging. Bill said sustainability options are on their radar.

BREAK

7:22 PM

6. EXECUTIVE SESSION

7:30 PM

***Purpose – to discuss proprietary business matters

At 7:30 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.; Michelle Schry, NCG; and Bree Whitehead, Capital Campaign Coordinator.

At 8:33 pm Brandon moved the Board out of executive session.

5. GOVERNANCE, Part 2 & COMMITTEE WORK

8:33 PM

Approval of Relocation/Expansion Plan, 8:33 pm

—Brandon motioned to approve Bill signing the Asset Purchase Agreement, with the condition that any changes be brought back to the Board. Cody seconded. Motion passed (7-0-0).

Owner Engagement Committee, Columinate Article Review 8:37 pm

MeriJayd selected an article that ties into the Marketing Plan and asked for the Board's thoughts on implementing some of its ideas to build momentum. She posed a discussion question: What parts of the article resonated with you? She summarized that the article emphasized collaboration between the Board and Marketing, with the Board's voice helping to amplify outreach efforts. She asked, what is the Board's voice, and how can it support efforts to bring more customers into the store?

Mindy reflected on Wheatsville's deep connection to Austin's unique identity. Brandon agreed and asked what first drew each of them to Wheatsville and how that could be channeled into marketing. MeriJayd spoke about community as a core value, evolving with local needs and dietary preferences. She asked the Board to consider the essence of upcoming owner engagement, especially with the Annual Meeting, capital campaign, and other key events. Julie and Joelle asked what priorities the Board wants Marketing to reflect. Brandon expressed excitement about Wheatsville's growth and change alongside Austin's, and Brianna quoted part of the Ends: "Being at the forefront of a transformed society."



Board of Directors June Minutes June 24th, 2025

Mindy noted this was just the beginning of the conversation and suggested forming a committee. Julie proposed continuing the discussion on Teams, and the Board agreed.

GM Eval and Comp RFP Discussion, 8:57 pm

Brandon noted this is a unique and transitional time for the co-op, and the Board needs space to reflect and discuss. The Board agreed to continue the conversation next month.

D6 Policy Review (move to August), 8:58 pm

Brandon proposed updating the D6 policy schedule to August, noting it aligns better with the business cycle and avoids overlapping with the D2 report. Bill added that D6 has been reported in August for the past three years and combining both reports would be a heavy lift.

Brandon clarified that policies can be amended by the Board, while bylaw changes require an owner vote.

—Brandon moved to reschedule the D6 policy report to August. Joelle seconded. Motion passed unanimously (7–0–0).

July and August Agenda Preview, 9:01 PM

Mindy and Brandon brought up the idea of helping the Board stay ahead by flagging what's coming up and tracking anything new we haven't done before. It's part of an effort to share the workload more evenly, especially during a busy time. Brandon suggested keeping this as a standing agenda item, and the Secretary will continue briefing the Board on upcoming items.

Brianna volunteered to lead a discussion on a Columinate article next month.

Mindy also mentioned working toward getting the Board packet out earlier.

8. ADJOURN

9:10 PM

July Preview, Closing Round, and Wrap-up, 9:10 PM

Directors were reminded of the upcoming Owner mixer on Sunday, July 13th from 3-5pm.

At 9:10 pm, Brandon adjourned the meeting.