

Board Meeting Minutes - November 25, 2020

Chicago Market Board Meeting

2020-11-25

Minutes by: Matthew Ruffi

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Call to Order

This meeting was called to order by Grant Kessler on November 25, 2020 via Zoom at 7:05pm. We have a quorum

Roll Call

- Board Members in Attendance:
 - Amin Shawki, Bob Kunze, Dana McKinney, Donna Curtin, Grant Kessler, James Gignac, Jonathan Hertel, Kate Grimm, Lee Herman, Matthew Ruffi, Sheri Reda
- Board Members Absent:
 - Anthony Todd, Ben Cook
- Owners:
 - Jo-Elle Munchak, Lauren Thomas West, Michael Meyer

Approval of Agenda

- URL for Public Agenda:
 - https://www.chicagomarket.coop/agenda_and_pre_reading_for_november_25_2020_board_meeting
- No objections to agenda from any Board Member

Order of Business

Housekeeping

- GK walked through housekeeping items. Items of note
 1. Owner number: 1880 (+2 since Nov 11)

2. Pop-Up: GK called attention to the Thanksgiving pop-up event and outlined numbers
3. RSVP to meetings: GK requests that all board members RSVP for all board meetings (which they will attend)
4. VOTE: IL Registered Agent vote. Details in vote section below
5. Fundraising leads: GK asked board to take a moment to think on potential fundraising leads they can be speaking with

GM qualifications matrix

- DM outlined some work the GM search team has done but requested that we, instead, move this discussion to Basecamp. Expects to have things up by end of weekend and convo in BC starting after that

Team Meeting Reports/Notes

- GK outlined the team report portion of the meeting. Opened each to board questions/comments/etc

1. Capital Campaign Team

1. BK - questioned some of the grant potential for us as it was outlined as needing a 503-c, but wanted more details
2. Lauren (CC team) is reaching out for more information. She's also attending a webinar and doing additional research in the coming weeks. Will report back to board
 1. Action: CC team should include more details in next report and/or report back to the board when research is complete

2. To Market, To Market

1. LH & MR: Mentioned individual items and holiday boxes on site
2. DM: Questioned if we had plans for the winter months (during farmer growing down season)
 1. MR: We are having conversations - some farmers/producers have items which they can sell and will with us. Sofia is taking on the role of 'Farmer Liaison' in TMTM group to help foster new relationships and continue to check-in with people during off-season. TMTM team is working on it, but do not have exact answer on what is happening in coming winter months
3. DM: Suggests we look in Nationbuilder for people who have reached out before. GK mentioned Sofia leads much of that (and did in past too) so convenient that she's the liaison on this with TMTM to do reaching out

4. JG: As TMTM team success grows, more farmers or producers could contact us wanting to sell their items through the program. Typically, when producers have asked about getting their items sold in the store, we have said those will be decisions made later by our General Manager in accordance with purchasing values. It may be worth TMTM thinking about criteria and some sort of process for managing requests from producers to sell through the program, if in fact those types of requests increase.

3. Volunteer Team

1. KG: Heads up that next email to unassigned volunteers goes out first week in Dec. Any content (direct needs for volunteers OR just planting seed for awareness of a team) should be sent to her ASAP
2. JG: Gave kudos to the volunteer team as new volunteers who have done things for the events team and/or social team are doing GREAT!
3. GK: Reminds volunteer team that they should be working to champion and thank active volunteers. KG agrees and has this as a focus - - just now that recently recruited volunteers are doing active items. Will ensure this is getting done and agrees in its importance

4. Marketing

1. GK: Mentioned org/dev is working on charters and Marketing is a part of that - put in interim report for time being
2. GK: Wanted to ensure that board was understanding the shift in thinking into Jan as we start to get ready to market (vs the "break" that we've been on
3. DM: Questioned if we need more email support, info sessions, etc. when marketing increases
 1. JH: Team is aware and will be working with volunteer team and/or coordination with other teams (like events)
 2. JG: Mentioned events will be online and strive to have an 'entertainment' component tied in with info sessions
4. DM: Referenced 'house party' toolkit. Board discussion regarding this to share info
 1. Toolkit link provided by DM: [Chicago Market Houseparty Toolkit](#)
 2. GK: Market has this as a to-do to go over this and update, as needed
5. LH: Questioned timing of picking up marketing in Jan vs timing of final decisions on building, CTA negotiations, etc.
 1. JH: Thinking and general messaging feels essentially 'evergreen' which can apply before/after decision. Agrees it's a good point and team IS thinking on it

6. MR: Requested that marketing use the approved team report format for future reports
7. GK: Some budget will be needed for printing, etc. Board approval will happen per policies
8. JG: Holiday Cookie Decorating event will be available during december - look for more details on events page

Fundraising is for Everybody!

- Lauren Thomas West, from Capital Campaign team, handled second working session for ideation on how to best speak about us and fundraising needs
- Link not on public agenda initially (added after posting)
 - https://docs.google.com/document/d/1CIRBr2_C5N0LeZAh8Sxkb8uj8Yv53aU_b9pZVzx0Zkw/edit
- Next working session for board and CC team expected to be on Dec 9th meeting

Owner Forum

- DM: Opens up floor to owner questions, comments, etc.
 - No owners chose to speak during this meeting

Votes (from above sections)

Note: All votes are recorded in the vote register in basecamp

Registered Agent Name Adjustment

- GK made a motion to adjust the registered agent name from former board member to Grant Kessler
 - Motion: GK
 - Second: MR
 - Yay: 9, Nay: 0, Absent from call at time of vote: 4
 - **Motion passes**

Closing

- The open session of the meeting was adjourned by GK at approx 8:10pm on 11/25/20
- Board was directed to join the executive session

Discussion
