

June 26, 2020 - Meeting Minutes - TMTM

Present: Lane, Matthew, Kate (notes), Michelle, Steve, Jonathon, Sofia

Agenda notes from Matthew:

- Highlights from the board meeting:
 - Meeting minutes will be published in the future, along with the video for the board meetings
 - Board would like any and all to join the board meetings when possible
 - Lane will review farmer outreach from the week
 - Steve will review FarmLogix
 - What's next! We may not have direct next steps, but will be building momentum.
 - Do we come up with a farmer's market/pop up or take another route?
 - Next steps for farmer conversation, etc.
- Matthew - board meeting highlights
 - Feasibility study, prompted by Gerber space
 - 1st study determined that the ideal store with all possible amenities is not feasible in order to make money
 - New study will be to determine what's right for space and ability to make money (study done by Firebrand)
 - Will determine yes or no to Gerber space
 - Study is moving forward, to be completed by end of August
 - There were some bylaw changes, but were mostly just clean up of procedure; changes should not affect this team
 - Board elections are coming up in the annual meeting
 - If anyone is interested, there is a session this coming Sunday to learn more about being on the board.
 - Annual Owner meeting date is August 30, 2020 - mark your calendars!
 - Sofia - to clarify, first feasibility study was done based on vision provided by Owners; new study will be done to determine what we can scale back on while keeping within our mission and values. I.e. - we may not be able to support a butcher, but could still provide product based on local, sustainable, etc. Board

is very excited about this group of consultants. "They get what we're asking for."

- Steve - Is there any sensability on the board about being beyond a brick and mortar only store?
 - Sofia - different members of the board have been participating in the Covideo calls and a group of consultants have been conducting seminars and several touched on the virtual co-op sales and what to plan for to build toward virtual enabled logistics. These are things that we're looking into as it becomes more of a necessity moving forward. Going forward, curbside and delivery may be need to have, not nice to have. These items will be considered. There will be intentional design approach to incorporate into this planning.
 - Steve - have consultants been tasked with this?
 - Sofia - this is a part of the conversation with consultants
 - Steve - would like to be involved in this moving forward, if possible.
 - Sofia - will investigate
 - Steve - would like a chance to communicate with the consultants
 - Matthew - Steve's involvement is something that is more at a board level. Suggests running for the board to gain some of this exposure, involvement.
 - Steve - he will not be running for the board, as he has a time constraint. He will take this offline to the board.
- Lane - Benjamin has joined.
- Benjamin was hit by a car on his motorcycle - he had a good helmet on and he's going to be ok!
- Lane - farmer outreach review:
 - Pretty clear that there is a market opportunity. A lot of farmers are saying demand is up - but they aren't geared toward meeting demand in their current setup.
 - They aren't setup for bulk
 - What is our willingness/ability to assist in?
 - Both calls - everyone is incredibly bright and
 - Andrea - do heirloom grains. Was highly effective. But sending out 1lb bags, not 5-10 pound bags. They are experiencing higher overhead to get things done.
 - Similar to Green Acres - aligned with 5 other farmers, using LuLu's Local Food (west coast). Similar to FarmLogix.

- It took a few months to get up and running with the health department.
- Very savvy, entrepreneurial.
- Had to pivot - how do I get approval to do this? How do I get insurance, etc? Took several months.
- Recommended: Look up Illinois Farmers Market recommendations for curbside pickup
 - With current situation, we aren't able to repackage
 - VOLunteered to pay prorated shared of insurance in order to repackage
 - Margins are going up, but so is manpower
 - Missing out on opportunities to expand her farm while this is happening
 - Need to push back on insurance to get approval; explain that we're like Amazon for food
 - Would like to re-establish in Chicago region. Lost all restaurants.
 - Lane offered parking lot NOW,
 - What is our social media presence? What network do we have?
 - We have 1800 owners.
 - If we can plug her in with people in Chicago, she's willing to work with us, but details need to be worked out.
 - Matthew - when we talk about repackaging, per Anthony, there are a couple things around repackaging. Part is liability insurance, the other part is staffing. Once we start repackaging and selling as the market, we lose the ability to use volunteer labor. When we buy in bulk, repackage, and sell, we lose the ability to do this as a volunteer organization. Which leads to food certifications, insurance, etc. If we do need staff, there is suddenly much more cost to support that staff. Doesn't mean it can't be done.
 - Steve - We could outsource staffing.
 - Matthew - if BoB or something like were interested, we could do that. It does make some of those hurdles shorter.
 - Steve - some of the things I'm hearing are logistics problems, but they are all payable and solvable
 - Benjamin - what I'm doing with my business, I'm inside and underneath a business that is above board - this would help these problems go away. The real issue is some very not very knowledgeable sanitation worker coming in and doing their thing. We could use volunteers in a

restaurant that is closed one day. Makes a lot of these things a non-issue.

- Matthew - this would be a very reasonable thing to bring forward to the board. If we want to outsource, or a group of volunteers, we will need some handraisers.
- Lane - we all see there is an opportunity here - what is the full reach of our network? What's our social media presence?
 - Sofia - we have our newsletter that go out to owners and non owners. We have our owners emails, specifically. 1800+. Reach is wide.
 - We have both a public and owners only Facebook pages. Owners group is 750+
 - 6,077 people follow Chicago Market
 - FB742 Members in the Owners only FB group
 - 1,855 owners
- Lane - let's assess demand and go from there. Steve loves polls, numbers, hard data. Let's send something out to the 1800 owners and see what the interest is in items provided at Gerber - what do you want? Let's gauge response and buy in bulk (if we can). Let's look into insurance issue, etc. Do we have ability and willingness to do it.
- Matthew - insurance for pickups shouldn't be a big deal (or with a pop-up). Anthony's only concern is no water, no facilities. To have people work in there might be tough. If we can solve the repack problem, the pickup part is a lot easier. We do have electricity at Gerber with limited lighting.
- Matthew - Hazard Free Farm - there is some ability to facilitate some immediate needs, even if just reaching out to existing owners to increase their CSA and provide location - we can do that very easily. Hopefully we can find additional farmers after that as well. We could solve for her and then potentially for others.
- Lane - we need to get around the packaging part.
- Sofia - Linda from FarmLogix could connect us with the Chicago Terminal Market - we could use them specifically for repackaging - not close as its on the south side, but they have packaging resources, boxes, cold storage. Don't know costs or availability, but adding a bullet point to our knowledge base.

- Steve - FarmLogix. Just touched base with Linda. Meeting scheduled for next week. Has invited Jonathon along to that as well. Has seen their front end, trying to get started on the back end and what we would want.
 - Re: a farmers market. His community mate manages 5 farmers market in the area. He hasn't heard any positive signals back on whether she could handle another if we move forward. Elsa Jacobsen.
 - She establishes relationships with farmers and brings them to markets, coordinates schedules, where they go, greet them, get them setup, crowd control, etc.
 - They also handle all the money
 - Could also facilitate permits, etc.
 - Institutional food startup (I missed this part and might need help filling in)
 - We need to have some diagrams going forward, will work on this for conceptualize what we're talking about.
- Benjamin - Kelly Hewitt has a church soup kitchen at a progressive church, doesn't know much about it, but it's volunteers providing food in a non-profit setting - and they don't get in trouble for it. Could be a potential umbrella that we could fit under. Church is within the northside - within 10 minutes.
 - Sofia - River Valley Farmers Kitchen - Ravenswood Community Services - the org that does the soup kitchen is in that area.
 - Matthew - a reminder that we are not a non-profit. We are not selling on behalf of a non-profit.
 - Benjamin - Baker Miller has a charity side. Is this our charity side? Could we somehow get it so we are treated like a non-profit?
 - Lane - it reminds me of public schools in Chicago "Friends of" that particular school.
 - Benjamin - thinking of it informally, but maybe we can start a 501c?
 - Steve - has recently been through the 501c process. This isn't a long process. There is a lot of paperwork, but it's not hard.
 - Sugar Beet coop does this - we haven't had a need for this yet. This would be the first time that we have a more fruitful need for that kind of status.
 - Matthew - we've had a lot of good ideas on how we can impact farmers. In the interest of time, suggests focusing on next steps.
 - Repackaging bulk - what is next step?

- If we do want to buy in bulk, who can we use to physically repackage? Kelly Hewitt, Ravenswood, BoB? We need to figure out facilitation costs, etc.
 - Benjamin - let's talk to an existing org into doing this for us? The deal we have with them is - you do it - we get the credit, you get the money. We don't have the infrastructure - we want it to be on your end, facilitating. We are partner. We are organizing getting the farmers, and to the customers.
 - Matthew - what is the next step? Who do we go to?
 - Steve - ChiFresh - we would have to provide transportation from farmers to them. Industrial fresh food in institutional lots.
 - Benjamin - next steps is to reach out to potential partners as a next step - church, BoB, Terminal Market. Here's what we want to do - could you help us? And let's see what comes back.
 - Contacts: Sofia - Terminal Market, Steve - ChiFresh, Benjamin - Kelly at the church,
 - (1) South side repackaging - Sophia's connection, (2) ChiFresh - institutional food cooking/packing/delivering, (3) BoB, (4) Kelly Hewitt's org
Sofia - we have relationships with Uptown orgs, job placement, etc. (Back on my Feet, etc.) This isn't a food source, but could be a great partnership.
 - Lane - would like to propose reaching out to owners - what would you like to buy? Let's figure out demand, amongst our owners.
 - Sofia - what channels - FB polls etc?
 - Matthew - when it comes to response - what are responses, read rates.
 - Sofia - not sure of those numbers. Lately responses have been higher. FB is the easiest next step.
- Sofia - Was Andrea also looking for what products to sell?
 - Lane - Goat cheese, honey, etc.
- **ACTION ITEM:** Steve - FarmLogix meeting
- **ACTION ITEM:** Benjamin, Steve Sofia - note to repackagers (no to BoB for now)

- **ACTION ITEM:** Matthew Suggested text for poll Owners will be worked in BaseCamp
- Steve - 501c requirements - bylaws, probono support from law firm, had to fill out 501c3 application form.
 - Matthew - this might not be needed, if we can get around it. let's keep it as a note for the future.
- Benjamin - if we are working with a partner, should our communication include how it would serve their interest/mission? How could we help THEM?
 - Matthews, paths well with our mission of if we have overages, we can donate, etc. If are putting a margin on to cover costs, but also buys good to distribute TO these organizations, would be enthusiastically rooted for. It's not just about us, it's about what we can do together. It doesn't need to be white labeled, it's local organizations coming together.
 - Sofia - let's leave Terminal market off for now. Let's aim for orgs that share our values.
 - Lane - new guidelines from Andrea - used to talk to insurance. When you think about it, fewer people are actually touching your food. It's a selling point. Deserves a closer read. We could possibly do this ourselves.
 - TO DO for all: take a look at Andrea's new guidelines. (Matthew will create)

Dance Party!

Eyes of the World

https://www.youtube.com/watch?v=vCy9k_RWlvA

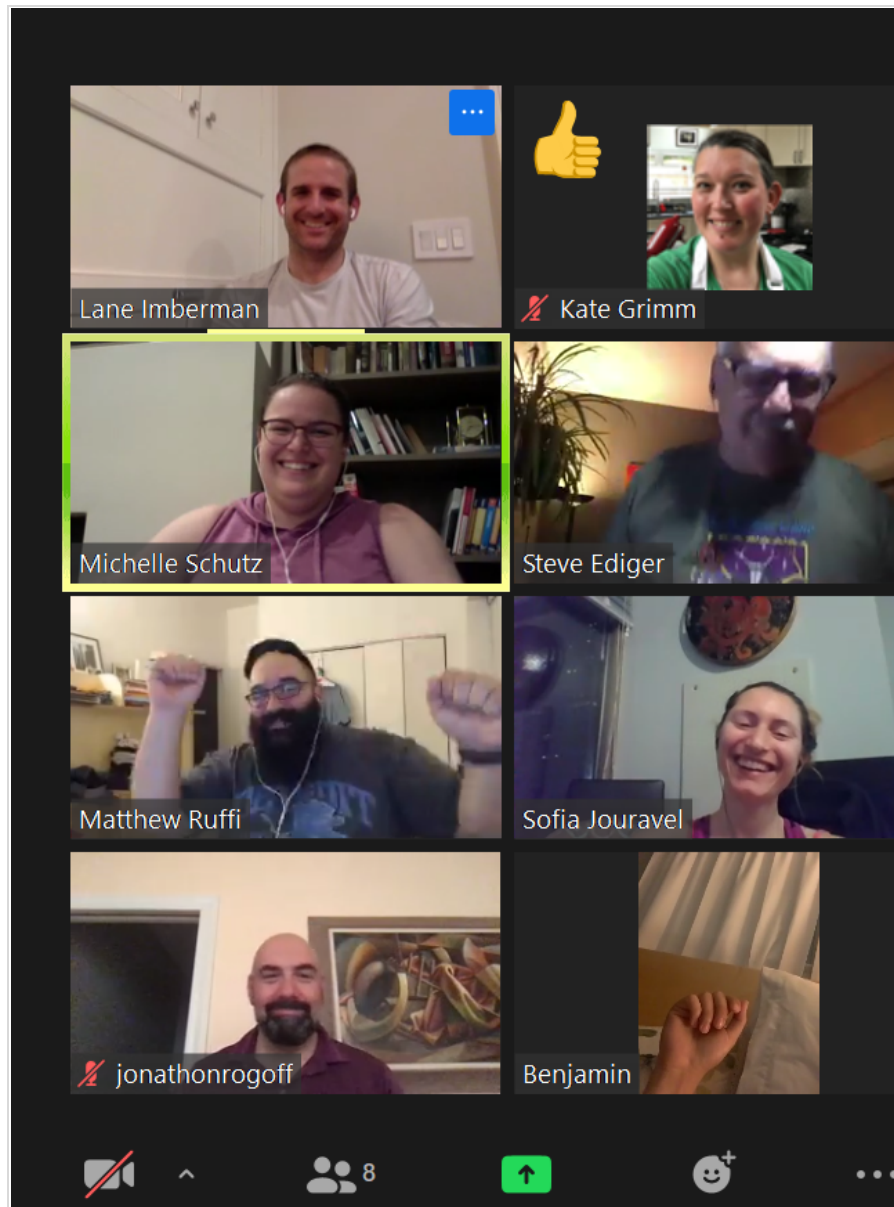


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Comment

Jun 30



Sofia Jouravel

Grant also suggested the Ravenswood Event Center as a resource to consider. They're CM owners (same owners as Kalish): Big. Commercial kitchen. Probably no events going on for a while.