

2020-07-15 - To Market, To Market Report to the Board

To Market, To Market: Report to the Chicago Market Board of Directors 07/15/2020

Person Reporting:

- Matthew Ruffi

Will you be attending the next Board Meeting?

- Yes

If yes, time needed & topic?

- None (unless Board feels it is needed, of course)

Team Primary Responsibilities:

- Develop, vet and implement programs that connect the Chicago Market community with local food and farmers prior to the opening of our store in order to increase Owner and community engagement and support local farms and food producers with sales outlets for their goods.

Team Chair:

- Sofia Jouravel

Active Team Members:

- Jonathon Rogoff, Kate Grimm, Lane Imberman, Matthew Ruffi, Michelle Schutz, Sofia Jouravel, Steve Ediger

Team reports are due to the Board per the cadence indicated on the Team's charter. This could be monthly or bi-monthly, depending on the work of the team. Please coordinate submission of the report through the Board Liaison for your team. Note: This report does not replace meeting notes from team meetings. Those should still be recorded for each meeting and kept in your team's Basecamp project.

Briefly describe the work of the team since the last report in the following areas.

Current Team Initiatives: Describe what your team is currently working on, identify if you are "on time" and "on budget" for your initiatives, if not, please explain and describe your remediation plan.

- **Pre-Launch: Ideation (COMPLETED)**
- **Pre-Launch: Board Approvals (COMPLETED)**
 - Project Charter received May 13th
 - Project Overview submitted May 18th
 - Project Overview APPROVED by board May 25th
- **Phase 1: Facilitate (IN PROGRESS)**
 - So far, no farmer interest or need for facilitation of pickups (at Gerber or BoB)
 - Continuing to reach out to farmers and if a need does arise, we can quickly action it for them with Gerber space and/or parking lot
- **Phase 2: Expand (PREPARING TO KICK OFF)**
 - Feedback from producers on their needs are required to better inform this section and is being actioned by team
 - FarmLogix system can be used for this and they are at the ready (need about 1-2 week lead time)
- **Phase 3: Create (IN IDEATION STAGES)**
 - Team is working to determine what partners we could use to help with repacking - if we can get over that hurdle, much of this phase would be simplified.
 - No official updates as of writing of this report

Team Accomplishments/Impact: What are you or your team currently most proud of or excited about related to your work? Regarding impact, please list any metrics you are able to track for your work.

- Conversations with FarmLogix have gone well and they are at the ready to help (need about 1 week lead time) to get a site up and running
- Sofia connected with a potential owner, Nolan, who has provided some of their insights into similar questions we were asking which he had posed to farmers for other reasons. He may be interested both in becoming an owner and potentially a volunteer too
- No metrics as of yet worth reporting outside of the notes/context of this report

Team Obstacles/Challenges:

- Initial assumptions of farmer needs team was working on may have been slightly flawed - so far communications back from farmers on their needs not being felt in the ways initially expected. No interest thus far in additional pick-up points for CSAs, expansion of CSAs for the farmers, etc.
- All signs point to repacking being the only way to accomplish what the farmers ARE asking for - - team is working on potential solutions to that now
- Band of Bohemia may not be a potential partner depending on the outcome of some internal items they are dealing with and news which came out regarding it as well

Input, Decisions, or Participation Needed from the Board:

- No immediate action from the board as a whole required at this time

Expense Update:

- No expenses

Team's Future Plans: *Please include any timelines for upcoming tasks, responsibilities, activities, or events.*

- Continuing to reach out to farmers to get additional input on their needs
 - During this time, if we get any interest on the initial 'pick-up points' for their existing CSAs/product drops, team can execute
- Team is reaching out to potential partners that could help on the repacking side of things
- Further exploration into what is needed to allow us to sell product (from farmers / producers) online and discussions ongoing with FarmLogix

Team Member Update: *Please include any dissenting opinions among the team to ensure they have a voice.*

- No dissenting opinions - the team is on the same page that we need additional feedback from farmers in order to better determine next steps and are actioning this actively

Volunteer Time Log: *Please log hours work between this report and your last for all work related to this group.*

- Approx 23 hours for the team. Breakdown below
 - Team Members - Approx 15 hours
 - Only 1 call occurred because of availability of team which reduced time
 - Kate - Approx 3 hours
 - 1 call & note clean-up after
 - Ruffi - Approx 5 hours
 - 1 call, agenda, actions, report, etc

Additional Notes or Highlights: *What else would you want the board to know?*

- Covered above

Other potential content to report:

- **Topics or content from the team for the monthly newsletter**
 - Non needs at this moment, but blog and newsletter item for BOJITT was created by this team
- **Upcoming volunteer needs**
 - No needs as of this moment outside of core team
- **Upcoming Social Media or Marketing Support needed**
 - No social media / marketing needs at this time
- **Upcoming important dates (meetings, events, milestones)**
 - Team meetings occur at 7:30pm on Fridays currently

Discussion
