

# 2020-07-08 - Operational Feasibility Study Team Report to the Board

## Operational Feasibility Study Team Report to the Chicago Market Board of Directors

07/08/2020

**Person Reporting:** Lee Herman

**Will you be attending the next Board Meeting?** Yes

**If yes, time needed & topic?** 10-15 min already on 7/8 agenda

**Team Primary Responsibilities:** *Draft under review in Org/Dev*

1. Serve as primary contacts for the Firebrand team from the Chicago Market Board.
2. Provide information to the Firebrand team on a timely basis as requested.
3. Post regularly (twice a week?) to the Board Basecamp Message Board with progress updates marked as **FIREBRAND - INFORMATION:**
4. Post to the Board Basecamp Message Board using **FIREBRAND - INPUT NEEDED: (DUE BY date/time)** for items that need Board feedback, discussion, and consensus before responding to Firebrand. These items will

**Team Chair:** Grant Kessler/Bob Kunze

**Active Team Members:** Lee Herman

*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.*

- Providing information, documents, answers to questions for the team
- Reporting to the Board on activities and updates
- Bob stepped in for Grant while Grant was offline. Grant is returning and Bob will stay on with him. Lee will remain available as needed for consultation but only two people are needed to interface with Kaye and her team.

**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.*

- Site visit from Firebrand team, Monday, 7/6/20 The meeting with Kaye Kirsch (Firebrand Cooperative), Jacqueline Hannah (Food Co-op Initiative - FCI), Kim Harder (Retail Planit), and Karla Krueger (Retail Planit) went very well. They are all excited to work on the project. Jacqueline talked about a vision for the store based on local using vendors, grab-and-go, specialty shopping with only 10% of shoppers actually doing all their shopping at the store. She thinks the path to success is high volume more than large purchases of weekly groceries. The market has to be a destination so it will be important to have a distinct specialized set of offerings. Melanie Shillito came as part of the team to do 3-D photography of the inside of the store.

#### **Team Obstacles/Challenges:**

- Kaye and Jacqueline raised questions about loading entrance and signage that will need input from CTA.

#### **Input, Decisions, or Participation Needed from the Board:**

- Updates to and review of [Firebrand questions document](#) of July 5

#### **Expense Update:**

- None until next payment is due.

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

- Bob and Lee are meeting with Kaye and Jacqueline on 7/8 to review versions of the pro forma.

- Grant and Bob are meeting with Kaye and her team on Thursday, July 9. Lee will attend for continuity

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

- N/A

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

- Hours for Team Lead: 12
- Hours for Team Members (total): 8

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

- Bob and I were really pleased with what we saw of the team working together. They were excited, engaged, and having fun thinking about possibilities.
- Jacqueline brought operational sensibilities to the space at a really practical level:
  - Door at corner of Wilson and Broadway is the closest she would want a door to the CTA station to keep drunks and homeless people from wandering all the time. She knows co-ops that close some doors at some hours
  - One cashier station
  - Load-in through last set of double doors at north Broadway side (can we change at all)?
  - Put loading area near that end of building on street
- Kim and Karla took additional measurements and the team looked at drawings and the store to orient themselves to the physical space as shown in the design drawings.

**Other potential content to report:**

- Topics or content from the team for the monthly newsletter
- Upcoming volunteer needs
  - Please also create a To Do for the Volunteer Coordinator. If this is a new position, please create a Position Description and forward it to the Volunteer Coordinator.
- Upcoming Social Media or Marketing Support needed
  - Please also create a To Do for the marketing team.

- *Upcoming important dates (meetings, events, milestones)*
  - Thursday, July 9, 2020 Firebrand team meeting with Chicago Market

## **Discussion** ---