

2020-08-05 - To Market, To Market Report to the Board

To Market, To Market: Report to the Chicago Market Board of Directors 08/05/2020

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)**
 - New interest has come in this space from Peep, Inc. and Hazzard Free Grains
- **Phase 2: Expand (IN PREPARATION)**
 - Feedback from producers on their needs are required to better inform this section and is being actioned by team
- **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.

- Hazzard Free Grains and Peep, Inc have both expressed interest in utilizing our reach (owner base) and facility/parking lot to help expand their offerings into the Chicago market
- Hazzard Free Grains currently does have shipping which could allow them to sell in Chicago but has not done a significant push to do so. The owner is excited to be able to offer her grain packages (and, potentially select partners' products) to our owners. Ordering would be done through their site, so no admin or financial items from our side. They have also stated that they can individually package items for the ordering owner, so the Market volunteers would only need to coordinate the pick-up at Gerber
 - Sofia is working with them to get some of their product here so the TMTM team can sample it, get some pictures/stories which can be used for social

stories/marketing, and also to test the 'individually wrapped' portion of the conversation

- If interest is high enough, Ruffi may be able to make a regular trip out to Hazzard to do a pickup (potentially saving the shipping fees and passing additional savings onto our owners). This is still only in ideation phase, but may help us to keep the costs down for our owners
- Peep, Inc. does not currently sell in Chicago but is prepared to setup a site to allow for Chicago Market owners to order online directly through his site at a discount (no administration or financial implications for the Market). He would then (presumably weekly...but can adjust based on needs as we learn more) use his refrigerated truck(s) to bring all of the items down to the Market for pickup. All items would be individually packages by them so no (or very limited) volunteer work would be needed on the part of the Market
- Team has voted to move meetings to Monday evenings, beginning next week
- No metrics as of yet worth reporting outside of the notes/context of this report

Team Obstacles/Challenges:

- Continue to have limited interest from producers on what the original expectation was - but the team is working through this and finding other ways to persevere (i.e. Hazzard Free Grains and Peep, Inc - potentially)

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 44 hours for the team. Breakdown below
 - Team Members - Approx 30 hours
 - 2 calls and some work done with speaking with producers
 - Kate - Approx 6 hours
 - 2 calls & note clean-up after
 - Ruffi - Approx 8 hours
 - 2 calls, agendas, 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**
 - No needs at this moment but we expect to have information soon on Hazzard Free Grains. We will engage the marketing person Kate has found for us and I would anticipate a potential for a mid to late August push of information. Peep, Inc would be late Aug or Early Sept, we believe.
- **Upcoming volunteer needs**
 - No needs as of this moment outside of core team
 - Potential for an event highlighting Hazzard Free Grain products and their owner - this will be discussed with James in the coming weeks
- **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 Monday evening

Discussion
