

2020-08-19 - To Market, To Market Report to the Board

To Market, To Market: Report to the Chicago Market Board of Directors 08/19/2020

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:

- Brandi Gail (new), Jonathon Rogoff, Kate Grimm, Lane Imberman (*inactive during this report cycle*), 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)**
- **Phase 1: Facilitate (IN PROGRESS)**
 - Hazzard Free Grains - actively working to facilitate this team in bringing and offering to our owners
 - Peep Inc continues to have interest - working out details but timing approx early to mid October
- **Phase 2: Expand (IN PREPARATION)**
 - Both Peep, Inc and Hazzard Free Grains are in talks of how we take future steps (presuming success in early stages) and have ideas which they are bouncing around with the team
- **Phase 3: Create (IN IDEATION STAGES)**
 - 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.*

- Brandi joined the call to start to assist with marketing - she was amazing and is already bringing some great and fresh ideas into the group. Happy to have her and cannot wait to work closely with her!
- 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.
 - TMTM team received some 'sample' type packs and have started cooking with it - working to take pictures and capture some 'feelings' about it as they may be used in later social posts/blogs/etc to help promote the ordering option
 - Initial thoughts were ordering on her site, but that has pivoted this week to hoping to use a Chicago Market 'merch' type site for the initial orders (one or

two SKU's) - Ruffi to connect with Lee more on this

- They have 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
- 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. Owner had suggested that shipping may be a better option as she has decent pallet pricing (which can be delivered with a lift gate truck so no loading dock necessary. We'll figure this closer to ordering dates
- 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
 - As of this morning - call with Peep suggesting that some assistance with the site may be needed from our side. Will speak with team in next week's meeting and/or on BC to discuss options - this may be an opportunity to look at FarmLogix as well
 - Currently Peep anticipates 6 or so weeks before being ready to deliver so, at earliest, early to mid October. Will coordinate with team to work out a timeline for communications, ordering, etc.
- No metrics as of yet worth reporting outside of the notes/context of this report

Team Obstacles/Challenges:

- Timing - was brought up in this week's meeting some initial timings we were aiming for with Hazzard need to be adjusted due to annual meeting. Team and partner were able to quickly move through this and it will work to our advantage in the long-run

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.*

- Work to create marketing timeline (of sorts) with Brandi - expected to be complete in next two weeks
- Create blog posts and social content to have a continuing communication plan during month of September for Hazzard, and beginning mid/late September for Peep to engage owners and have calls to action for ordering
- Work with Events team to create an event with Hazzard to highlight them, their product and (hopefully) work to create something during the event (prep to bake something, cook something, etc)
-

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

- Team is on the same page for the facilitation activities which are currently under way

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

- **38 hours total** for the team. Breakdown below
 - 6.5 active team members for this period (0.5 = Brandi for one call only)
 - **Calls ~26 hours**
 - ~2 hours per week per active team member
 - **Administrative ~4 hours**
 - ~1 hours (~0.5 hrs/wk) on agenda prep, etc. for meeting
 - ~1.5 hours (~0.75 hrs/wk) minutes, cleanup & posting
 - ~1.5 hours/report for this report
 - **Other ~8 hours**
 - ~4 hours on calls/texts/emails with potential TMTM partners
 - ~3 hours for visiting Peep at Naperville farmers market
 - ~2 hours for pickup and delivery of Hazzard Free Grains items to team members

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**
 - Need to know timing for newsletter (after annual meeting) as we may want to 'tease' Hazzard Free Grain ordering and/or link into a larger blog post. More to come in next two weeks as we flush out comms plan
- **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 - actively working with James on this now
- **Upcoming Social Media or Marketing Support needed**
 - Will know more when comms plan is completed in next two weeks - but we expect to have content for continued communications to owners at least in part via social media in September and October
- **Upcoming important dates (meetings, events, milestones)**
 - Team meetings occur at 7:30pm on Monday evening via Google Meet

Discussion
