

2020-09-02 - To Market, To Market Report to the Board

To Market, To Market: Report to the Chicago Market Board of Directors 09/02/2020

Person Reporting:

- M. Ruffi

Will you be attending the next Board Meeting?

- Yes

If yes, time needed & topic?

- No

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- *Brandi Gail (inactive during this report cycle)*, Jonathon Rogoff, Kate Grimm, Lane Imberman (*no longer active - will remove next report*), Matthew Ruffi, Michelle Schutz, Sofia Jouravel, Steve Ediger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 (for TMTM, this is first and third Wednesdays of the month). 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 early to mid October at earliest
- **Phase 2: Expand (IN PREPARATION)**
 - Hazzard Free Grains are speaking with TMTM now on what next ordering process looks like (potentially with expanded offerings, based on interest and success of first push). More details in coming weeks after initial project launched
- **Phase 3: Create (IN IDEATION STAGES)**
 - No 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 has determined the need to step back in her involvement with the Market and TMTM teams due to personal conflicts - Kate is working with her to determine what, if any, contributions she will make going forward.
 - We hope to have her involved (even if only to help bake some good with HFG items - because she did some AMAZING waffles already) but that will be determined by her availability
 - Ruffi & Kate will continue working w/Grant on comms plans, writing, etc. for now
- Main updates are on the Hazzard Free Grains side of things:
 - High level content plan determined for presenting HFG offering to owners:
 - September 8: Initial blog post

- September 11: Introduce Andy/Hazzard Free
- September 14: Orders open
- September 14 through end of sales: Share recipe ideas on Social
 - TMTM team is cooking with some of the product she provided and creating content for a social push in two weeks
- October 2: Final Orders
- October 7-9: Delivery
- October 15: Cooking Event, lead by James and Andy (tied into the box which was made available through ordering)
- October 19: Post-delivery debrief (and, hopefully, kick off of next order cycle!)
- Lee is working to get ordering page up and running - he has the details of what we need and will report back on progress
- 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
- HFG will individually package items for the ordering owner, so the Market volunteers would only need to coordinate the pick-up at Gerber
 - Ruffi may still do pickup at Hazzard depending on interest. Though current plan is to bake in all costs, which would include bulk shipping, into the price to ensure there is zero cost (per our Charter) incurred by TMTM during the process
- Peep, Inc. requires an outside party to do the ordering page - TMTM has given suggestions of people we know and are awaiting feedback from Peep on next steps and timing
 - As of last talk, Norm 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. once we have more detail here
- No metrics as of yet worth reporting outside of the notes/context of this report

Team Obstacles/Challenges:

- No updates at this point other than the successful launch of the HFG project for this month

Input, Decisions, or Participation Needed from the Board:

- Lee's completion of the ordering page is a critical path item

Expense Update:

- No expenses

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

- TMTM team created marketing timeline and will be working to that for content (overview covered above)
- 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.*

- Steve has expressed some concerns regarding the sharing of Firebrand information with the TMTM team. In his opinion it "...raises questions in his mind..." regarding TMTM future activities.
 - Ruffi has suggested that this is an item which needs to be brought directly to the board, not as a TMTM item, as it does not have immediate impact on TMTM or partner activities (though the longer term implications are real, expectation is all owners will know outcome by the point we'd have TMTM implications).
 - Steve has noted he will try to attend next board meeting or reach out to board directly

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

- **34 hours total** for the team. Breakdown below
 - 6 active team members for this period
 - Calls **~24 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 ~6 hours**
 - ~3 hours meetings with HFG
 - ~1 hour discussion with Peep, Inc.
 - ~2 hours on HFG content prep

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**
 - Outlined above and being actively discussed with Grant
- **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**
 - Outlined above and being actively discussed with Grant
- **Upcoming important dates (meetings, events, milestones)**
 - Team meetings occur at 7:30pm on Monday evening via Google Meet

Discussion
