

2020-10-07 - To Market, To Market Report to the Board

To Market, To Market: Report to the Chicago Market Board of Directors 10/07/2020

Person Reporting:

- Matthew Ruffi

Will you be attending the next Board Meeting?

- Yes

If yes, time needed & topic?

- No (unless board needs something presented, 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:

- Matthew Ruffi

Active Team Members:

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

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)**
 - **Active:**
 - Hazzard Free Farm
 - **In Progress:**
 - Seedling Fruit
 - **Awaiting Feedback from Farmer:**
 - Peep Inc
- **Phase 2: Expand (IN PREPARATION)**
 - Lee and Malcolm are looking at a newer/better plugin that we can use for ordering which will allow us to have a much better user experience for ordering - - we hope this will allow us to more easily expand offerings for existing partners
- **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.*

- **NOTE:** previously there were fairly duplicative notes in the above section as well as here - have kept top for high level bullets ONLY, details are now all here
- **Hazzard Free Farms:**
 - Ordering Window closed on 10/2 for our first push for Hazzard Free Farms - final count:
 - Hazzard Free Sampler: 15 boxes
 - Partner Sampler Box: 24 boxes ordered
 - Total funds collected: \$1,698 (of which, ~1,620 will go directly to the farmers!)
 - The items not direct to farmers are only our processing fees
 - Per charter - team stayed cost neutral for this program
 - Ruffi & Kate visiting Andy @ Hazzard Free Farms Friday the 9th to pick up product, meet with Andy and have discussions about next projects
 - By doing pick-up of products, nearly \$100 more dollars are going directly into the pockets of the farmers (instead of paying for shipping!)
 - James (events) is coordinating with Andy on an event scheduled for Oct 15th

- Will be tied into the HFG box which is available for ordering
- We have reached out to all people who ordered and are coordinating with them for picking up their product - also offering touch free delivery if requested
 - Kate will be manning Gerber on Sat the 10th for pick-ups, Ruffi will be handling deliveries
- We anticipate having more stories in the coming months from the partner farmers that we can push out to our owner base for useful and interesting comms
- We are working on a communication out to all ordering parties which will thank them and include links to all recipies / social posts / etc. that were put out during this process - as well as a reminder about the event on the 15th
- **Seedling Fruit:**
 - New producer we are speaking with. Peter (owner) is proposing wholesale prices for apples and cider for the Market. We are working with him and starting to discuss as a team to determine next steps
- **Peep, Inc.:**
 - They are working on ordering page. We are awaiting feedback from Norm at the moment and will report back as soon as we have more information from them

Team Obstacles/Challenges:

- We need a smoother way for ordering - Lee and Malcolm are working on this actively

Input, Decisions, or Participation Needed from the Board:

- Lee's feedback/timing/etc on the aforementioned third-party tool for ordering
- Parking lot needs some cleaning love...not sure exact plan in place today, but it is very dirty and not a good impression for those driving/parking there

Expense Update:

- No expenses
 - First ordering window covered all of our costs (CC process fees), as per charter

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

- Pick-up / Delivery for HFG and Sampler items being handled this weekend (mainly 10/10)
- Note to all people who ordered giving them recipes and social posts which were posted - as well as a reminder about the event coming up on the 15th, expected to be sent on Monday the 12th (being worked on now)
- Speaking with new farmer to see if TMTM can help facilitate sales for them
- Determine what we can do with Seedling Fruit Farms
- Continued talks with Peep to determine how we can help

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

- Team continues to discuss how we can provide more cost effective options through the TMTM group - this has been the larger talking point as of late

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

- **37 hours total** for the team. Breakdown below
 - 6 active team members for this period
 - Calls **~12 hours**
 - ~2 hours per week per active team member (one call cancelled)
 - Administrative **~2.50 hours**
 - ~0.5 hours (~0.5 hrs/wk) on agenda prep, etc. for meeting
 - ~0.75 hours (~0.75 hrs/wk) minutes, cleanup & posting
 - ~1.25 hour/report for this report
 - Other **~22.5 hours**
 - ~2 hours calls/emails with HFG
 - ~1 hour - emails/discussions with Seedling Fruit.
 - ~20 hours on HFG content prep (video edits, content creation, 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 immediate need
- **Upcoming volunteer needs**
 - No needs as of this moment outside of core team
- **Upcoming Social Media or Marketing Support needed**
 - Being handled directly with Grant and outlined in his comms plans. No additional assistance needed at this time
 - Grant has noted he may need assistance on video editing - it is assumed he will follow volunteer process to make that request in marketing team when/if needed. Noting here just for records - will remove in next report
- **Upcoming important dates (meetings, events, milestones)**
 - Team meetings occur at 7:30pm on Monday evening via Google Meet
 - 10/10 - pickup and delivery of HFG items this week
 - 10/15 HFG Event (James leading via events team)

Discussion
