

# 2020-12-16 - To Market, To Market Report to the Board

## To Market, To Market: Report to the Chicago Market Board of Directors 12/16/2020 (last report 12/02)

### Person Reporting:

- Matthew 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:

- 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)**
  - **Previously Active:**
    - Seedling Fruit (2020 season)
  - **Active:**
    - The People's Market
      - Hazzard Free Farm
      - Gretta's Goats
      - Pecatonica River Honey
      - Wind Ridge Herb Farm
  - **On Hold**
    - **Awaiting Feedback from Farmer:**
      - Peep Inc
    - **Likely Next Growing Season:**
      - Eighth Day Farm (and potentially Western MI Growers Group)
      - Seedling Fruit 2021
      - People's Market
- **Phase 2: Expand (IN PREPARATION)**
  - No updates as of writing of this report
- **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.*

- **People's Market (Hazzard Free Farm, Gretta's Goats, Pecatonica River Honey & Wind Ridge Herb Farm):**
  - Dec 12th pick-up was great!
    - 55 orders (which include a few people who bought items AT the pick-up as well!)
    - ~3,200 in gross sales
    - ~2,785 TO FARMERS!!!!
    - ~250 to TMTM / Chicago Market

- Farmers spoke with us when we picked up the items and they asked if they could offer a few more days of ordering if someone wanted items - an additional Dec 22nd pick-up has been created to do so
  - Social/eblasts will go out soon on this
- Next monthly pick-up will be Jan 17th
- Working with them already on Jan and Feb ideas
  - Feb will bring back a curated box for Valentines Day theme
- **Peep, Inc.:**
  - They are still working on ordering page - sent note letting us know they had a very positive year of sales with farmers markets, despite COVID - which is WONDERFUL! Will keep in touch and report when/if this moves forward
- **Other**
  - Team is thinking through other potential partners to put up individual items for in Jan and beyond. Farmer Liaison has created a list of potential leads in BC and team is commenting on them now. Hope to reach out after the holidays

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

- Updated program overview to be presented in basecamp for board review before holidays
- Parking lot continues to be an issue but is being worked on by Ben/Grant/Stewardship
- Potential for the space to be rented out has posed a potential conflict - Grant and Matthew feel they have it sorted, but will continue to ensure both are able to work in the space, as needed, if they decide they do want to use it

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

- Next steps on parking lot items

#### **Expense Update:**

- Any "expenses" are a part of the COGS of the items and incorporated into the pricing (bags, shipping, transaction fees, tax liabilities, etc.)
  - The Market had a cost for the /shop page upgrade (Ecwid tool) which is working great for TMTM items as well as general sales items for the Market. Cost of this for the year covered by TMTM team revenue

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

- Update project overview for TMTM (based on Charter, naturally) in coming weeks
- January items (campaign name TBD) being queued up
- Templated setups for future campaigns being created by the team in order to smooth the process going forward
- Continued talks with aforementioned farmers/producers to determine how we can help and do more in the 2021 season

**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
- Team feels we need to reevaluate the current project overview and, likely, roll out new one based on experience of past few months. Will be presented for board approval when complete
- Team member has brought up an idea regarding an Uptown farmers market - while it may not be a direct TMTM initiative, board direction on next steps for exploration may be needed. More info to come - he's still finalizing the concept he's bringing forward
  - Grant has stated he feels this IS something TMTM should take on directly - more conversations will be needed on this

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

- **58.75 team hours total** during this reporting period\*. General breakdown below:
  - 6 active team members for this period
    - Team calls **~20.5 hours**
    - Administrative **~4.25 hours**
      - ~1 hours on agenda prep, etc. for meeting
      - ~2.0 hours minutes, cleanup & posting
      - ~1.25 hour/report for this report
    - Holiday Box Delivery & Customer Pick-up **~20.5 hours**
      - Holiday Box Pick-up and staffing at customer pick-up event

- Marketing for Holiday Box/Individual items and Dec 22nd pick-up (blog posts, social, eblasts, etc) sent to marketing **~13.5 hours**

**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**
  - Working to determine if additional items are needed - none as of writing of this report
- **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
  - 12/11 - Pick-up in Pecatonica by volunteers
  - 12/12 - Holiday Box pickups by customers
  - 12/12 (or 13) - Jan items will go live / be refreshed with quantities
  - 12/21 - Holiday Box 2 pickup by volunteers
  - 12/12 - Holiday Box 2 pickups by customers
  - 1/17/21 - Anticipated date for Jan item customer pick-ups
  - 2/13/21 - Anticipated date for Feb item customer pick-ups (Valentines day theme)

**Discussion** 

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