

# 2021-01-06 - To Market, To Market Report to the Board

## To Market, To Market: Report to the Chicago Market Board of Directors 01/06/2021 (last report 12/16/20)

### 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
  - **Speaking (not yet confirmed for upcoming months):**
    - Meloria
    - Katherine Anne
    - Tortilleria Zepeda
    - Bitter Ex Bitters
    - Windy City Mushrooms
  - **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):**

- Farmers are very pleased with what we have done in 2020 and look forward to a strong 2021 together.
- Jan 17th will be our next pick-up - - limited interactions expected right after the holiday, so no 'themed' box
- Feb 13th, the farmers are going to potentially put together a Valentines box for us
- **New Farmers:**
  - The team identified five farmers we are pursuing to start selling through TMTM in Q1 (see list above).
  - Team is reaching out this week and we expect to have more information in the coming weeks
- **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

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

- Parking lot continues to be an issue but is being worked on by Ben / Grant / Stewardship team
- 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)
- January items on sale now
- Feb items for Valentines day event being queued up
- New farmers are being spoken to - hope to add them to the mix
- 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.*

- How do we better market to get awareness of TMTM and, more importantly, Chicago Market as a whole has come up a few times. I've advised the team that the marketing team is working on this and certainly has TMTM in mind as well

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

- **~61 team hours total** during this reporting period. Time includes...
  - Team meetings
  - Marketing prep (for marketing team)
  - Administrative tasks
  - December 22nd pick-up event

**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
  - 12/21 - pick-up in Pecatonica by volunteers
  - 12/22 - Holiday Box 2 pickups by customers
  - 1/16/21 - pick-up in Pecatonica by volunteers
  - 1/17/21 - Customer pick-up date
  - 2/12/21 - pick-up in Pecatonica by volunteers
  - 2/13/21 - Customer pick-up date

## Discussion

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