

# 2021-01-11 - Marketing-Events Report to the Board

## Marketing-Events Report to the Chicago Market Board of Directors

01/11/21

**Person Reporting:** James Gignac

**Will you be attending the next Board Meeting?** Yes

### Team Primary Responsibilities:

1. Plan and host regular events (online and in-person when possible) for the purposes of Owner growth, engagement, and fundraising. Examples include workshops, informational sessions, and social mixers.
2. Produce or assist with special events like Pop-Up markets.
3. Represent Chicago Market at events we are invited to where we may speak, table, or present content.

**Team Chair:** James Gignac

**Active Team Members:** Cass Westover

### Current Team Initiatives:

- Supporting Owner growth with Ownership Info Sessions
- Supporting Owner engagement with Social Mixers, Ask Us Anything Sessions, and Online Workshops
- Expanding awareness of Chicago Market through Online Workshops
- On time and on budget for all activities

### Team Accomplishments/Impact:

- As of this writing, we have 40 RSVPs for our Online Social Mixer for Chicago Market Owners taking place on Jan. 12.
- We have resumed scheduling Ownership Info Sessions with a total of 4 online offerings available Jan. 19, Jan. 23, Jan. 26, and Feb. 4.
- 2020 Online Workshop Series: We hosted 11 online workshops from May to December 2020. Over 200 people attended. Topic categories ranged from cooking to gardening to health and well-being. Midway through the series we introduced a

suggested donation feature that raised more than \$700 to support Chicago Market and the presenters. We helped promote the products and services of 8 different local vendor partners and small businesses.

- Our Thanksgiving Pop-Up Market in November 2020 featured four vendors. Mint Creek Farm had 25-30 turkey sales; Sauce and Bread Kitchen sold around 30 pecan pies; Seedling Fruit over 40 half-gallons of cider; and City Grange sold 15 table centerpieces. This event also featured a successful collaboration with the To Market, To Market (TMTM) Team.

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

- The pandemic means we are limited to online events almost exclusively with limited opportunities for in-person gatherings. We are working to explore additional opportunities to use our space safely in the Spring.
- We have not done Ownership Info Sessions in a very long time, and we should expect challenges in generating attendance as we restart them.

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

- Depending on RSVP rate for our upcoming Ownership Info Sessions, Board members are invited to attend and/or be trained on presenting at these.

### **Expense Update:**

- No expenses. We use a Zoom account for online events provided by Lee Herman.
- We use a suggested donation feature for Online Workshops and have generally split revenue 50/50 with presenters generating a small amount of income for Chicago Market.

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

- Jan. 12 - Online Social Mixer for Chicago Market Owners
- Jan. 16 - Ask Us Anything Session
- Jan. 19 - Ownership Info Session with special guest Caricature by Donna
- Jan. 21 - Ask Us Anything Session
- Jan. 23 - Ownership Info Session
- Jan. 26 - Ownership Info Session
- Jan. 26 - Online Workshop: Growing Microgreens at Home with Kasey Eaves
- Feb. 4 - Ownership Info Session
- Feb. TBD - Ownership Info Session
- Feb. TBD - Potential Online Workshop on fermented foods and kombucha

- April/May - Host Peterson Garden Project plant sale with possible pop-up market and TMTM collaboration

**Team Member Update:**

- Cass Westover led one of our online workshops in December and has been very helpful in generating new ideas and contacts for presenters.
- When we are able to resume more in-person events, we will need to rebuild Events Team volunteer base to assist with running them.

**Volunteer Time Log:**

- Hours for Team Lead: N/A (first report)
- Hours for Team Members (total): N/A (first report)

**Additional Notes or Highlights:**

- None at this time.

***Other potential content to report:***

- All Marketing support for Events managed through Events Team To-Do lists.

**Discussion** 

---