

2021-03-03 - SHOP Report to the Board

SHOP (To Market, To Market): Report to the Chicago Market Board of Directors

03/03/2021 (last report 02/17/21)

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:

- Areanna (Marketing), Jonathon Rogoff, Kate Grimm, Matthew Ruffi, Michelle Schutz (stepping back, for now), 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)**
- **Active (Selling) (IN PROGRESS & ONGOING)**
 - **Previously Active:**
 - Seedling Fruit (2020 season)
 - **Active:**
 - The People's Market
 - Hazzard Free Farm
 - Gretta's Goats
 - Pecatonica River Honey
 - Wind Ridge Herb Farm
 - Katherine-Anne Confections
 - Bitter Ex Bitters
 - **Speaking To (not yet confirmed for upcoming months):**
 - Meloria
 - Tortilleria Zepeda
 - Windy City Mushrooms
 - Homegrown Wrappings Gift Company
 - **Other / On Hold**
 - Peep Inc
 - Eighth Day Farm (and potentially Western MI Growers Group)
 - Seedling Fruit 2021

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.*

- **Marketing (Areanna)**
 - Our marketing person has noted that she may have timing issues - will await feedback from Marketing on if this will be an issue going forward. For now, Kate has continued writing marketing content
- **People's Market (Hazzard Free Farm, Gretta's Goats, Pecatonica River Honey & Wind Ridge Herb Farm):**
 - Farmers continue to be pleased with SHOP and are looking forward to continuing throughout 2021
- **Katherine-Anne Confections**

- Katherine is pleased with the SHOP experience
- Currently on maternity leave, but has interest in doing more with us (meet the makers, etc) when she's back
- **Bitter Ex:**
 - Up and running fully now! Already have some sales and marketing push for it
 - Open to doing a 'Meet the Makers' type video - awaiting Marketing direction/needs

Team Obstacles/Challenges:

- Matthew has been added directly to the Stewardship BC team so I can keep team aware of parking lot clean-up needs (this will be for Farmers Market items too, when that becomes more of a thing)

Input, Decisions, or Participation Needed from the Board:

- Open Houses - if it will continue and how it will be 'staffed'

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.*

- Moved to bi-weekly calls - determining if Monthly will be sufficient as well
- Farmers Market continued exploration
- Continued monthly sales
- Addition of another vendor in March/April
- 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.*

- Michelle, due to personal scheduling conflicts, has notified us she has to step back from / away from SHOP and Farmers Market items. She has noted that, for now, it's just temporary - but we will continue to monitor.
 - She has been a very valued member of the team and we'll miss her - - of course we thank her for all her contributions (and hope she returns in the near future)

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

- **Since Last Report (~2 weeks) ~47.89**
 - **Team hours total** during this reporting period. Time includes...
 - Team meetings
 - Marketing prep (for marketing team)
 - Administrative tasks
 - Pick-up event (both pick-up at partners and day of for customers)
 - Farmers Market related items (majority of time, at this point)

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**
 - Areanna (or other Marketing team member) is handling this directly
- **Upcoming volunteer needs**
 - Request out for volunteers to work the pick-up events
 - Potentially for someone to do farmer pick-up as well (gas reimbursed)
- **Upcoming Social Media or Marketing Support needed**
 - Areanna (or other Marketing team member) is handling this directly
 - Ongoing social needs
- **Upcoming important dates (meetings, events, milestones)**
 - Team meetings currently occur every other Monday at 7:30pm via Google Meet
 - 04/15 @ midnight - order cut-off for April pick-up

- 04/17 - farmers/producer pick-ups by volunteers
- 04/18 - April Pick-up for Customers

Discussion
