

2021-04-07 - SHOP Report to the Board

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

04/07/2021

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, 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:**
 - Meloria
 - Tortilleria Zepeda
 - Windy City Mushrooms
 - Homegrown Wrappings Gift Company
 - Chicago Meat Collective
 - 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.*

- Updated Reporting (simplified excel from 2020 - tracking all items 2021 forward in one sheet)
- **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:

- Slow sales
- Slow farmer payments

Input, Decisions, or Participation Needed from the Board:

- N/A

Expense Update:

- An upgrade to the Ecwid tool will be required as we are surpassing the 100 item limit
 - Costs covered by SHOP income, but wanted to note as it will be ~\$200 increase from the current plan (per year).
- Any other "expenses" are a part of the COGS of the items and incorporated into the pricing (bags, shipping, transaction fees, tax liabilities, etc.)

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 moved to separate BC group - Org Dev working on charter
- Continued monthly sales
- Addition of another vendor in May we hope
- New 'Meet the Makers' videos for K-A and Bitter Ex
- 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.*

- Areanna will no longer be on this project - Marketing will be handled by Grant until further notice

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

- **Since Last Report (3/3) ~116 hours**
 - **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**
 - Kate is working on this directly with Marketing in Areanna's absence
- **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**
 - Kate is working on this directly with Marketing in Areanna's absence
 - 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
