

# 2021-04-10 - Marketing-Events Report to the Board

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

04/10/21

**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 General Manager announcement with events
- Supporting Owner growth with Ownership Info Sessions
- Supporting Owner engagement with Social Mixers and Online Workshops
- Expanding awareness of Chicago Market through Online Workshops
- On time and on budget for all activities

### Team Accomplishments/Impact:

- Since last report, held Ownership Info Sessions on March 9, March 20, and April 10
- Hosted volunteer meet-and-greet with Dan Arnett on March 14
- In collaboration with Capital Campaign Team, leveraged Candid Wines donation to generate \$1,756 in donations from 55 transactions on the tracking code; distributed wine bottles to ~45 people.
- Hosted Open House on March 21
- Assisted with design and set-up of community listening session on March 26

- March's Online Workshop featured Seed Starting Basics with Kasey Eaves and had 13 participants with \$135 raised in donations.
- Upcoming Events:
  - Open House (April 18, 11am-3pm)
  - Owners Meet-and-Greet with Dan Arnett (April 20, 7pm)
  - Online Co-Op Cafe (April 24, 10am)
  - Landscaping 101 Online Workshop with City Grange (April 27, 7pm)
  - Peterson Garden Project Plant Sale (May 7-9)
  - Market Meet-Up (May TBD)
  - Open House (May 16)
  - Co-Op Cafe (May TBD)

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

- In coordination with the Board, Events Team unfortunately had to cancel several planned events for late March and early April due to organizational need to focus on our parking lot and presence of unhoused neighbors. We have rescheduled or reassessed these events as follows:
  - Owner Meet-and-Greet with Dan rescheduled to April 20
  - Ownership Info Session on March 27 with Dan cancelled
  - Milestone Celebration on April 1 cancelled; invitees will be invited to April 20 meet-and-greet with opportunity for special acknowledgement
  - Virtual Lunch with community partners on April 8 cancelled; we will assess with Dan whether to reschedule or rely on one-on-ones
- Pandemic: April's Open House went well, we are continuing to blend in more in-person events in our space and evaluating vaccine status, comfort levels, etc.
- Ownership Info Sessions are being revamped and rebranded due to recent lack of effectiveness. Current concept is to offer one "Co-Op Cafe" online and one "Market Meet-Up" in person per month. The Cafes will be more conversation based than presentation based, and the Meet-Ups will be short tours and small group Q&As in our space.

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

- A Board member or two who might like to staff a 2-hour shift during April 18 Open House.
- Another female-identifying Board member who might like to join Co-Op Cafes and Market Meet-Ups.
- Continuing to experience delays in Accounts Payable to-dos.

**Expense Update:**

- \$67.50 allocated to Seed Starting workshop presenter. Net profit of \$67.50 to Chicago Market from the event.
- May seek to request Marketing Team budget expense for "goody bags," TBD.

**Team's Future Plans:**

- See above for upcoming events
- Continue to monitor what our summer might look like for blending in in-person events, tabling opportunities, etc.
- We are planning to take a break from Online Workshops after April; available to produce them as requested over the summer and will evaluate whether to resume regular offerings in the fall.

**Team Member Update:**

- Volunteer Coordinator has assisted us in identifying potential "Tabling Reps" to serve as a roster of folks available for shifts in tabling opportunities that are upcoming or may emerge over the summer. We are conducting a survey to confirm interest and potentially host a tabling training session during April 18 open house.

**Volunteer Time Log:**

- Hours for Team Lead: 20
- Hours for Team Members (total): 4

**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** 

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