

Chester's Community Grocery Co-op
Steering Committee Meeting Minutes
Freeman Cultural Arts Center – 2nd floor
May 1, 2006

Meeting started at 6:00 pm, ended at 7:45 pm

Joe Henwood facilitated the meeting

Introductions

Present: Rob Auerbach, Joan Broadfield, LarRaine Branch, Gwen Smith, Bilal Taylor, Tina Johnson, Joe Henwood.

Not present: Tim Sams, Spring Velazquez, Nessie Johnson, Mike Froehlich, Richard Carter, Rick Goldstein, Tara Jones-Stephens, Gerwayne McElaney,

Review of minutes from April 24th – approved with minor last name corrections.

Updates:

- 1) **Potential sites** & feedback from walking tour: The former KFC location @ 9th & Avenue of the States is excellent, but building is insufficient and, at present, asking price is too high. Tina led discussion on possible lease/purchase scenarios the owner/developer might find acceptable once our business plan is finished. The former Spence Instrument building on East 8th Street between Welsh and Sproul has good potential... Joe will contact the realtor for pricing and availability of environmental phase one report. No other sites were discussed, although the consensus is to keep looking and a completed business plan is essential.
- 2) Nessie and Joe attended the Bryn Mawr Presbyterian Church's annual Hunger Task Force brunch and networking event on Sunday the 30th. Joe described BMPC's giving potential, their keen interest in the co-op, and Nessie's remarkable presentation to a group of about 50 people from throughout Philadelphia and Chester that the HTF supports. Many of BMPC's HTF members were also present and want to hear more about how they might be able to help the co-op during the next meeting of the HTF at the church on May 17th or 18th. Joe is confirming with Nancy Wingo, the HTF chairperson, and will advise during the steering committee's next meeting on May 8th.
- 3) LarRaine's draft letter to Chester churches and ministerial associations is finished and ready to be sent to pastors with a 'cc' to church secretaries. The salutation will read "Dear Pastor and Congregants." All we need is the stationary from Joe, the church list and P.O. Box# from Tara. Churches will not need a full-blown

series of warm up letters. LarRaine's will introduce and alert them. The immediate goal is to be invited to the churches to introduce the co-op and its concept and to ask for the support of the churches through contributions and membership. There was a discussion on the amount of contributions that churches could be asked to contribute that amount is \$500 each.

- 4) There was discussion on how to educate the residents of the city about the co-op because it was felt by many in the group that before we could initiate a membership drive we needed to first is to explain in simple terms what the co-op is and how it works. Ways to reach the community were discussed; simultaneous forms of advertising such as public notice posters, PR going on in the form of radio interviews, public service announcements, space ads in community publications, etc. that will raise awareness of the Co-op among church members and the general public.
- 5) Nessie's report on the Membership Application status was deferred until May 8th.
- 6) The target date for the Park Slope Co-op trip to Brooklyn is Saturday May 27th. If Joe is not able to borrow a CityTeam van with windows, we will need to share the cost of a rental, or use someone's private vehicle... depending on the number of people.
- 7) A draft of the first letter of a three-letter series to corporations and businesses in Chester will be presented by Spring and Joe at the next SC meeting on May 8th.
- 8) The logo competition, which is open to all individuals who live in the community, will be held in conjunction with the "Juneteenth" celebration on June 16th. The winner will receive a \$250 cash prize. (Note to SC: who will be judging this competition and will the entries be due before June 16th in order to avoid public discussions/disagreements among the judges?)
- 9) The co-op needs to have a written a mission statement. Joe distributed a form with written instructions for how to use the form in order to develop a mission statement. Further discussion and hopefully a first draft of a mission statement will be on the May 8th agenda.
- 10) Tina led the discussion on a Development Timeline which resulted in the attached spreadsheet overview which needs further development and refinement.
- 11) Next Meeting: May 8th - same place & same time.

Minutes prepared by Joe Henwood, edited & distributed by Tina Johnson May 4th.