

**Chester Community Grocery Co-op
Minutes
8/22/06**

PRESENT: Tina J, Joe Henwood, Michael Froehlich, Joe Auerbach, LarRaine Branch

1. KEY

Michael Froehlich gave the key to the post office box to Joe Henwood.

2. AUGUST 24th MEMBERSHIP MEETING

Joe sent 350 email invitations on 8/20. MF reported that website visits spiked after Joe sent out his email. Rob looked at the room and it appears to be adequate.

MF will forward the website statistics to the SC.

Rob reported that Joan Br devised a system to handle membership inquiries at the meeting

Tina J proposed that Peggy Foggarty-Harnish, an organic farmer from Lancaster, come to speak about the importance of organic foods at the meeting. She will need approx 5 minutes. The group agreed

Tina J phoned Gerwayne from the meeting. Gerwayne said that she had followed-up with those who have inquired about membership by phone or email and has invited them to the membership orientation meeting.

3. ARTICLES OF INCORPORATION

MF sent our signed Articles of Incorporation (and a \$125 fee paid out-of-pocket) to the PA Dept of State on Fri, 8/18. They are available on-line in PDF format.

4. MARKET / FEASIBILITY STUDY

Joe reported that the market/feasibility study is completed. If anyone wants or needs to see a copy, they should contact him. At this time, we will not be posting it on the website.

5. FUTURE ORIENTATION MEETINGS

The next scheduled orientation meeting is on 9/14/06. The Steering Committee was hopeful that this meeting would be hosted by another organization or church.

6. BUILDING NEGOTIATIONS

The Building Sub-Committee (Tina J, Joe H, MF) met with the owners of a targeted building on Thursday, 8/17.

7. FUNDING APPLICATIONS

Tina J has submitted three funding applications: 1) The Food Co-op 500 Grant (\$10,000); 2) Dunlap Grant (\$35,000); and 3) The Redevelopment Fund (TRF)/Food Trust Eligibility Grant.

The Steering Committee discussed the need to have a non-profit arm of the co-op to do qualified work and qualify for certain grants to do this work. No decision was reached on this issue.

The Steering Committee discussed the possibility of awarding naming rights to particularly generous donors. The Committee generally had a negative view of awarding such naming rights but recognized the need for special recognition for big contributors.

8. NEW MEMBERSHIP RESPONSIBILITIES

The Steering Committee discussed the idea that new members bring in other new members.

Rob A will put together a membership packet to give to all new members to recruit other members, including five new applications.

Rob A and LarRaine will invite a new member to the next orientation session to discuss why he or she decided to become a new member

9. RAISING FUNDS

Tina J reviewed our funding goals, noting that of the \$1.5 million that we anticipate we need to raise, \$80,000 was to come from our 400 new members.

The Committee discussed how to raise additional funds. We discussed three specific possibilities:

- 1) asking elected representative to become members;
- 2) holding a fundraising event with leaders of area industry;
- 3) continuing to partner with supportive churches.

The Membership Sub-Committee will put together a list of elected representatives that we should contact.

Joe will draft the contact letter to these representatives.

10. TRACKING NEW MEMBERS

Rob A has built an Access Database to track new members.

All new applications first go to Rob A. He'll register them and send checks to Joe H, the treasurer, to deposit into our account.

11. MISSION STATEMENT

The Steering Committee officially adopted a revision to our mission statement, recognizing that our members will come from both in and around Chester. Our mission statement now reads:

To satisfy the individual and collective needs of people in the Delaware Valley, and particularly those who live, work, worship, or volunteer in and near the City of Chester, to enjoy good-health in order to better-contribute to the overall health and vitality of the community; by providing local availability of quality, nutritious and fresh food at the lowest possible cost; during a grocery store shopping experience in the City of Chester that is respectful, safe, clean and environmentally sound.

12. EXECUTIVE SESSION

The Steering Committee met in Executive Session to discuss site negotiations and potential fundraising and publicity.