

**Chester Community Grocery Co-op
Minutes
9/11/2006**

PRESENT: Joe, Joan, Lorraine, Tina, Rob, Michael
GUEST: Ken Wright (arrived late)

1. August 29 Minutes

We reviewed and accepted the 8/29 meeting, incorporating some revisions suggested by Michael via email after the 8/29 meeting.

2. Database and tracking new membership applications

Joe & Rob had a discussion about how best to track new membership applications. They had already met but will meet again to continue to work toward a unified system tracking new applicants.

Rob & Joe will draft a membership process flow-chart.

3. Draft letter of interest to encourage people to attend meeting

Joan drafted a welcome letter to be sent to people who have joined. She received some feedback on this letter. She will revise the welcome letter and email it to the committee for comment.

4. The Center for the Blind and Visually Impaired Presentation/Orientation

Membership Committee did a presentation to the Center. This was our first closed, by-invitation meeting. When we do this type of presentation in the future, it will be important to make these presentations more tailored to the specifics of the audience.

5. The Chester Fire Department Presentation/Orientation

Membership Committee did four presentations to the Chester FD: two on 9/4 and two on 9/6. Lorraine will follow up with the platoon leaders.

6. Chester Civic Association Presentation/Orientation

Joe and Tara did the presentation to this group. We need to find a way to encourage all members who attend the orientation to provide us with their information. We have decided to provide all attendees with the application.

7. Stapling Party

Committee members met to staple 200 new application forms.

8. Membership Meeting: September 14 at the Freeman Art Gallery

Rob asked Lorraine to provide him with additional talking points based on the talks that she gave. Tina noted that there's a big gap in presentations when Lorraine is not there. Lorraine promised to get these talking points to Rob by 9/12.

Rob noted that we have a formula now that we will follow.

Membership Committee will follow up with all of our current members to ask them to help recruit new members.

Tina J: it was good to have people who have joined come and explain why they joined. Membership Committee will ask three members to come to the membership meeting on 9/14.

Joe will email his contacts (again) to invite them to the meeting and will send out a revised press release.

9. Letter to remind people of payment due dates

After further discussion of the proposal to forfeit funds when payments fall behind, we agreed to a different solution: new members may have their shopping privileges suspended if they do not stay compliant with the payment plan.

Rob presented the letter that he had drafted to be sent to members who are paying the initial investment on a payment plan. Two suggestions were made and incorporated: A) the letter will include a specific monthly due date; and B) new members may have their shopping privileges suspended if they do not stay compliant with the payment plan.

10. Letter to businesses

Joe has drafted the letter and it will go out before the next Steering Committee meeting.

11. Keeping new members connected and involved.

Ken Wright from the Swarthmore Rotary suggested that we have an event when we reach certain membership levels. Ken also suggested that we provide an incentive to current members to bring in new members. The Membership Committee will meet to discuss these (and other) ideas.

12. TRF letter of eligibility

We received a letter of eligibility. Tina will continue to be responsible for this application.

13. Steering Committee pay membership fee

Some members of the Steering Committee have not yet paid their membership fee. Tina asked (again) that we remember to do this by the next SC meeting.

14. Swarthmore Rotary Presentation

Tina recently spoke to the Swarthmore Rotary Club at the invitation of Jack Kavanaugh from Swarthmore Co-op.

Ken agreed that it was very successful. Several Rotarians want to join the co-op. Swarthmore College Rotary (Rotaract) and Strathhaven High School Rotary (Interact) may also be interested. Ken invited us to speak to them. Rob provided applications to Ken. Michael also advised him that people can also apply on-line at our website. Ken will work with us and the Chester Rotary to coordinate a meeting with them.

15. White Rose Food Exposition with Ed Chantigan

Joe and Tina went to the White Rose Food Exposition on 9/7. Met with White Rose staff. Michael asked whether we have reached any agreement about White Rose and who will be our distributor. Tina & Joe said that no agreement had been reached.

16. Invitation from Farm Aid

Tina received call today from Mark Smith, a representative of Farm Aid, asking us to participate in publicity for Farm Aid. Tina (and two other Steering Committee members to be determined) will attend a press conference on Sat, 9/30, 11:00am. Tina will talk with Farm Aid about whether we can do press around this. Joan asked that we make sure to get photos.

17. Reschedule Retreat

Need to reschedule the retreat due to time conflicts. We'll put forth available dates at a later time.

18. Police Department Presentation

Chester FD contacted Chester PD to schedule a presentation. We are hopeful that we will do a membership orientation for the police department soon.

19. Invitation from Weavers Way to speak at General Membership Meeting on 10/26

Tina and Rob received an invitation from Weavers Way to speak at their General Membership. Tina asked as many of us as possible to make it. Joe reminded us to make sure that we bring membership packets.

20. Schedule Next Membership Orientation Meeting

Next membership orientation meeting is on Thurs, 9/28. Tentatively scheduled for Community Hospital. Next is Thurs, 10/12, at Freeman Art Gallery. Joan asked that the orientation meetings be changed to different days because she was unable to attend on the fourth Thursday of the month. Tina opposed this because 1) she wanted systems & consistency; and 2) hosted meetings by organizations could be on any day that the hosting organizations want. We agreed to have the orientation meeting on 10/12.

21. Proposal from Michael

Michael suggested—and it was adopted—that we would have a treasurer's report and a membership committee report, giving the amount of money we have in the bank and the total number of members.

22. Executive Session

In Executive Session, the Steering Committee discussed developments with a potential site and developing our market/feasibility study.