

Chester's Community Grocery Co-op

Minutes

9/25/06

Joan, Rob, Joe, Ken, LarRaine, Tina, Mike (late), Gerwayne, Tara

1. Announcements and Updates

Joan has received phone calls from two people who think that CCGC is an opportunity for them to personally make money. Ken asked if Membership Committee needs to make clear that CCGC is not an opportunity for people to make money from their personal investment. Committee decided that what is currently being done to make it clear to participants is enough.

2. Membership database

We will track membership on Goldmine. Rob will purchase Goldmine.

3. Letters to businesses, thank you, payment letters, business letters

Have all been mailed out.

LarRaine will make sure that follow-up will be done immediately after orientation.

4. Weavers Way General Membership Assembly

Meeting will be held on 10/26. Tina will do a presentation on the Co-op.

5. Treasurer Report

Tabled until Mon, 10/2 meeting.

6. Keeping New Members Connected Membership Strategy

Ken Wright met with membership committee and came up with a Marketing Plan and Bottom Line Goal.

Membership Cmte will develop a promotion for membership and will identify benefits of being a member.

Joan will come up with a list of committees that members can join.

Membership committee will develop a rebate program for membership. Members who bring a person to an orientation and they join will earn a \$5 coupon.

Membership committee will email Rob with ideas.

7. Marketing

We discussed the following slogans:

1. We own it – we love it!
2. My place: good food, good prices, good friends
3. Our store: we own it, we honor it
4. Chester's Community Grocery Co-op: good food, good prices, good friends
5. Chester's Community Grocery Co-op: you own it, you deserve it
6. Chester's Community Grocery Co-op: fresh food, fair prices, members only
7. Chester's Only Supermarket: freshest food, fairest prices, members only

Finalists:

1. Chester's Community Grocery Co-op: good food, good prices, good friends
2. Chester's Community Grocery Co-op: you own it, you deserve it
3. Our store: we own it, you deserve it

Joan will survey potential members about how they feel about these surveys

8. Farm Aid

Event on Friday night at World Café Live—Tina and Gerwayne will represent the Co-op. Press conference on Sat, 9/30, 9am—Tina and Mike will represent the Co-op. Joe is doing press independent of what Farm Aid is doing.

9. Retreat

Purpose of the retreat is to talk about transitioning from the Steering Cmte into the Board of Directors

Kate from Keystone will be there to talk about developing the Board of Directors

Ed from White Rose can talk about the nuts and bolts of running a supermarket

Tentatively scheduled for Fri, 11/17 to Sat, 11/18 in Central Pennsylvania.

10. Presentation to the Chester PD

15 minute meeting on Weds, 9/27, by Rob & Tara. They'll invite Alden (a former officer.)

Rob will hand out fliers with the info on the next two orientations.

11. Architects

We received several proposals from architects regarding the targeted site. We reviewed these proposals.

12. Funding

We discussed future funding possibilities. We agreed that we will not commit to binding agreements with any vendors committing ourselves to funding that we do not have assured financing for. For example, we will not retain an architect for discrete phases beyond which we do not have secured funding. Mike volunteered to review any contracts for vendors to ensure that we have no legal liability if future promised funding does not develop.

13. Building Narrative

Steering Committee members will develop "wish list" of items they want to have on each floor of the building. They will get this information to Tina.

14. Building Committee

We discussed further issues regarding the targeted site.

15. Executive Session

Steering Committee further discussed the architects proposal and the targeted building site.