

**Chester's Community Grocery Co-op
Minutes
10/9/06**

PRESENT: Bilal, Ken, Mike, Tina, LarRaine, Joan Broadfield (late), Tara (late)

1. October 2, 2006 Minutes

Approved with Tina's edits. MF will resent minutes from 3 weeks ago that were not (yet) approved.

2. Membership Committee Update

There's a scheduled meeting on 10/10. The Committee had not met since.

3. Logo

Tina and Ken met with Lou S. and Ed Ch. of White Rose. Ken presented logo development strategy document. Lou S, White Rose, said that he would format a logo based on a strategy development document.

Tina has talked with Rob about the pending development of the other logo project. The membership committee will flesh out and approve a logo development document at its next meeting.

We discussed the phrase "Our Co-op." Some members liked it, but strongly felt that "Chester" must be prominent in any of our signage.

4. Marketing Strategies

There was a report back from a marketing discussion from last week.

LarRaine called some members to get them involved and received several "I'll think about it" responses

The membership committee will develop a membership committee list at their 10/10 meeting.

Tara volunteered to contact some of the existing members to get involved.

We want to really prioritize and emphasize getting existing members to come to membership meetings to talk about why they joined the co-op.

Joan Br will make phone calls this week to her list. She was unable to do it this past week.

5. Website Update

Mike Fr reported on updates made to the website. Hje will add the new membership orientation meetings.

6. Architects' Responses

Tina talked to the firms. Asked the architects the questions we had proposed at last week's SC meeting. There were questions about workload; schedule; who gets the work; relevant experience; application of retainer to fee balance; and more.

Norman Holloway, a friend of Ken's and an architect, evaluated the proposals.

Steering Committee will review architect's proposals and we'll discuss at the next SC meeting.

7. Funding Sources

Co-op 500, a proposed funder, asked us why we were proposing to be a (closed) owner/worker-owned co-op instead of permitting all to shop. We'll know in a few weeks about a pending \$10,000 grant.

8. Orientation on 10/12/06

Tina noted that we really must have food and drink at all membership meetings. Joan and LarRaine agreed and put it on the agenda for the next membership meeting.

9. Legal Update

Mike will send a letter this week to Regional Housing Legal Services (RHLS) asking that they be retained as our attorney.

Our incorporation has been completed now that we have been published in both the Delaware County Times and the Delaware County Legal Journal.

10. Police Department Presentation

Rob will reschedule the presentation to the PD at their 8am roll call.

11. Treasurer's Reports

Mike asked that we have regular treasurer's reports. The SC agreed that this would be a good idea.

12. New Orientations / Meetings Scheduled

Thurs, 10/12—Tina will meet with the Operations Committee at Crozer Hospital.

Thurs, 10/12—Tina will be the spotlighted speaker at the Communities That Care meeting.

13. Co-op Committees

The Steering Committee was unanimous in its support for committee establishment. Mike recommended that we have chairs of each committee. Tina agreed to draft committee assignments and bring back to the Steering Committee.

14. AWI Store Planners Meeting

A group from AWI, a store planning organization, will visit the store on 10/12 to make recommendations on the lay-out of the store. This will inform the architects' proposal and help with our membership orientations.

15. Pledge Letters

Tina reported on some people who are interested in loaning or financing the co-op who want us to demonstrate that the co-op has broad support. She wrote a pledge letter to solicit pledges. She wants to get 500 of these letters. So far, she has 30 of them.

Mike advised that we first ask the potential pledgers to join as members. But if they are not ready to do so, then we will ask them to pledge.

16. Executive Session

In Executive Session, the Steering Committee discussed a potential new building site.