

**Chester's Community Grocery Co-op
Minutes
10/16/06**

Present: Tina Johnson, Joe Henwood, Ken Wright, LarRaine Branch, Alton Loper, Joan Broadfield, Robert Auerbach, Mr. Gyant.

Mike excused from meeting

Item	Action Needed
Treasurer's report (Joe Henwood): Bank balance-\$8,096.04. Checking (joining fees)-\$3,919. Savings (initial investment)-\$4,345.	None
10/12/06 Orientation meeting (Tina): Attendance was down 60%. Tina felt this was due to 1) not calling members to notify them of upcoming meetings and enlisting them to bring new prospects to the meeting. 2)Email blast not going out far enough in advance of meeting. In addition it was unclear who was bringing refreshments to the meeting.	Membership committee members are to call members prior to orientation meetings. Joe will send out email blast the Friday prior to the meeting. Rob while bring refreshments to the 10/24 meeting.
Joan and LarRaine are to compile a list of new committees for members to join. Joan is to invite Bernice Sisson and Lucielle Gyant to next membership meeting.	List to be ready by Wednesday. Joan to call Bernice Sisson and Lucielle Gyant.
Talking points: each member of the steering committee should be able to deliver the talking points of any of the other members.	Talking points to be compiled by Rob.
Logo (Ken): logo strategy document was created by Ken and distributed to steering committee members.	Ken and Tina to follow up with Lou Schaffer on logo design.
Marketing strategy (Ken): marketing strategy document was distributed to steering committee.	Ken to make up flyers and coupons for the Members-Getting-Members (MGM) program.
Building update: 500 Edgmont remains the site of choice.	Negotiations continue.
Regional Legal Services has agreed to serve as the co-op's legal representative.	Representatives of the steering committee to meet them on 10/30 @ 9AM.
Police orientation (Rob)	Orientation to be set up. Rob will contact Tara to set up orientation.
AWI store planners.	Meeting with steering reps 10/23/06 @ 9AM.
Pledges (Tina): Tina has obtained	Each membership committee member is to

approximately 50 pledges. Joe suggested obtaining email addresses along with the pledges.	solicit pledges.
Retreat: 11/17 in Central PA. Van will be rented at co-ops expense. Kate Smith will give a talk on transitioning from steering committee to board of directors. Ed Chantigian will speak to developing a job description for the general manager and Robin Green will talk about management training.	None
Crozer-Chester Medical Center (Tina): As a result of the meeting with Joe Saunders (C.O.O. of CCMC) we will be able to place an insert in with employee paychecks with information about the co-op. It was also mentioned that having an information table at CCMC would be a good idea. Ken felt we should ask if Crozer could sponsor the co-op possibly by matching funds for co-op members who are employees.	Ken and Tina to work on design for insert. Tina to ask Kathy Scullin about information table.
ICFC expressed an interest in using us as their food distributor.	None
Architects: The consensus of the committee was that Jerry Childress was the 1 st choice.	None
Elevator Speech: the elevator speech was handed out to members who will use it as a guide for informal conversation about the co-op.	Joe to convert to bullet form.
Orientation flyer revisions: one idea was to make the flyer ½ the size. The main idea was to change to investment orientations. It was also brought up to develop a “Public Notice” poster/flyer.	Rob to work on the redesign.
Vision for Co-op: there was discussion of a restaurant on the 2 nd floor and small kiosks/stores around the perimeter of the floor. It was felt that this might spur micro-business development (an entrepreneur’s market).	To be discussed with architect.
10/26/06 Weaver’s Way meeting.	Steering committee members should make and effort to attend. Tina will be speaking at the WW general membership meeting.

