



The Community Market Co-op Annual Meeting

May 3, 2015

Details

The Community Market (TCM) held its third Annual Meeting in downtown Fuquay-Varina at The Mill the evening of Sunday, May 3rd, 2015 as a way for the executive board to connect with the owners of TCM and share with them their successes over the past year, a current look at where they are now and what their vision is for the coming year.

Introductions

- Tammie Quick introduced each of the volunteers currently sitting on the executive board: **Tammie Quick - Chairperson, Liz Francis - Secretary, Vicki Volk - Treasurer, Joy Brown - Co-chair, Mary Christofferson, Lindsay Hines, Tiffany Wagner, Josie Sianez and Shannon Pingnot**
- Stacey Sherman recognized the tremendous efforts of our executive board over the past year, especially Tammie Quick who has worked tirelessly on The Community Market since its beginning.
- **Stacey Sherman**, Outreach Coordinator for TCM, gave a brief overview of her background:
 - Hired in August 2014 as first owner-worker of TCM
 - Originally from Tidewater, VA area (Norfolk, VA Beach)
 - Graduated from Old Dominion University with a degree in Secondary Ed. and a minor in Marketing
 - Has worked in training, sales, marketing and design and loves that The Community Market allows her to use all of those skills.
 - Moved to NC in late 1997 and now calls NC her HOME after being here for almost 20 years.
 - The roles and responsibilities of the Outreach Coordinator fall into three basic areas:
 - Increase community awareness and education
 - Recruit new owners - while we need shoppers once we open, it is critical that we continue to grow ownership in order to get a store open
 - Serve existing owners - We are already a Co-op and we are building a stronger community
 - Stacey Sherman introduced the new [IAG Team](#) Leaders
 - CORE (Co-op Owner Resources & Experiences) - **Lis Boyles**
 - Communications/Awareness - **Anne-Marie Kaden**
 - Education & Training - **Corinda Hillard**
 - Events & Entertainment - **Stacey Guard**

- **Shenan Higgins** is a student at Johnston County Community College who is filming a promotional video for The Community Market. She interviewed several owners at the Annual Meeting for the video and took photographs of the evening as well.
 - A *HUGE* thank you to all of the owners who graciously volunteered to go on camera and tell us why they opted for the co-op!
- **Muirae Kenney**, an owner with The Community Market, volunteered to photograph our event and her photos will be posted soon on our website.

Recap

- **Past events:**
 - **Community Festivals.** We participated in [Downtown Bounty](#) again and [Holly Fest](#) was a new event for The Community Market. Each were a huge success where we welcomed even more new owners to TCM.
 - **Owners' Dish.** Held at [Adam's Vineyard](#) in September, the first Owners' Dish was a covered dish event where owners were encouraged to sit down with the board and offer their thoughts and feedback for growing the co-op.
 - **National Co-op Month.** In October we celebrated Co-op Month by kicking off a Social Media campaign called "31 Facts in 31 days" where we published a new fact each day about what a food co-op is, why it matters and what a co-op means for our local economy to spark conversation and interest in The Community Market.
 - **Local Tours.** TCM hosted several tours in our local area, including one of our owner-producers, [Ogburns Berries & Produce](#), the [Chatham Marketplace Co-op](#) and [The Plant](#) at Piedmont Biofuels in Pittsboro, NC
 - **Change Your Food, Change Your Life.** In November, The Community Market Co-op partnered with [Grub](#) owners Ryanna and Liz for a motivational talk on the importance of Real Food and inspiring a healthy relationship with good food.
 - **TEDx Manhattan.** In March, we were invited to attend a FREE local showing of the TEDx event "[Changing the Way We Eat.](#)" We are looking into hosting a viewing party in 2016.
 - **Co-op Cafe.** The [2015 Co-op Cafe](#) was held in Asheville, NC in March and focused on how co-ops can compete in the current landscape. This is an annual training sponsored by Cooperative Development Services (CDS). TCM has been in a contract relationship with CDS for private consultation with Ben Sandel since 2013. Several board members and the Outreach Coordinator attended. They were able to connect with others associated with co-ops across the region for advice, discussions and guidance on building a co-op community in the current competitive environment.
- **New Logo/Branding**
 - **Logo & Website.** On the first day of Spring, The Community Market, with the help of our Graphic Designer and Owner Lance Bush, released a [newly branded identity](#) with a redesigned logo, the motto "Opt for the Co-op!" and the tagline "Shop, Support, Sustain." Our website was also updated with the new look.
 - Bumper stickers and car magnets are now available for purchase with the new logo and tagline!
 - Postcards were printed for TCM owners and volunteers to distribute as they continue to talk and share about the Co-op.
 - You can contact Stacey Sherman at outreach@thecommunitymarketcoop.coop to

place your order for stickers and magnets, or to request postcards.

- **Social Media.** In addition to our [Facebook](#) account, you can now follow us on [Pinterest](#) and [Twitter](#).

- **New Marketing Initiatives**

- **Owner Outreach.** We recently conducted an Owner Outreach effort via phone and email to update contact information and gauge owner satisfaction.
- **Chamber of Commerce.** TCM is a member of both the FV and HS Chambers of Commerce. There will be increased and regular participation of board members and the outreach coordinator at Chamber events.

New Business

- **Board Elections.**

- Three positions on the executive board of directors were up for re-election this year.
- Board members serve for a 3-year term and are elected by our owners.
- The slate of nominees were: **Rey Carcana, Mary Christofferson, Liz Francis, Lindsi Hines and Steve White.**
- Voting for the three positions took place at the Annual Meeting, and results will be announced no later than May 31, 2015 after absentee ballots are counted.

- **Location**

- The board of directors is currently working with a commercial realtor to find a suitable location for our full-service co-op grocery store.
- They are looking for a 7000-10,000 sq ft space and expect to nail down a final location to announce late this summer or early fall (2015).

- **Membership**

- Current count - 383 Owners
- Next milestone - 450 Owners
 - We still need more owners so that the co-op can be sustainable.

- **TAG Teams.** TAG (Taking Action Group) Teams were set up to help facilitate the ever-growing list of tasks that need to be completed as the co-op grows. Our board members have become stretched thin with all the work required to build the co-op, and they NEED help. If you would like to become a member of one of our [TAG Teams](#), please email outreach@thecommunitymarketcoop.coop. The teams have been broken down into four groups:

- C.O.R.E.
- Communications
- Events
- Education

- **Upcoming Events**

- Apex Farmers' Market - 5/16
- Farm Tour & Strawberry Picking @ Ogburn's Berries & Produce - 5/16
- Fuquay-Varina Senior Expo - 5/27
- Good and Cheap: Eating Well on a Limited Budget - 5/30
- Celebration of the Arts & Run the 'Quay - June 6