

Rooted Carrot Co-op Market

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# ROOTED CARROT CO-OP MARKET

*Annual Report*  
*July 1, 2019–June 30, 2020*



Rooted Carrot Co-op Market  
PO Box 1002, Cedar Falls, IA 50613  
<http://rootedcarrot.coop/>  
[info@rootedcarrot.coop](mailto:info@rootedcarrot.coop)

# YEAR IN REVIEW

1032

## MEMBER-OWNERS

June 2020 and 957 members in June 2019

29

## TOTAL BUSINESS PARTNERS

85 businesses offer discounts to member-owners.

98

## MEETINGS

17 Board Meetings and 87 Committee Meetings

31

## COMMUNITY ENGAGEMENTS

20 Events, 15 Booths at Events, 16 Community Presentations

1223

## VOLUNTEER HOURS

Total number of volunteer hours is over 20,000

3622

## FB FOLLOWERS

1005 Instagram followers & 275 Twitter followers.

350

## FACEBOOK POSTS

Including 8 videos & 9 Joyful Co-op Connections FB Live

9

## TOTAL SITES CONSIDERED

Actively looking for sites since incorporation in 2014.



# BOARD OF DIRECTORS REPORT

BY JODIE HUEGERICH, BOARD PRESIDENT

Greetings Member-Owners,

Despite the uncertain times with COVID-19, the Rooted Carrot Co-op is doing well. Over the past year we have changed our name, increased membership by 75 people, and secured a site! The dedication from our Board members and volunteers is amazing. I cannot thank everyone enough for their hard work to get us to Stage 3 in the development phase of starting a Co-op.

In March, the Board made a decision to eliminate the Outreach Coordinator position to better establish the Co-op financially for Phase 3 of our development. Thank you to Melanie Drake, our former Outreach Coordinator, for all of your hard work these past few years. You have been key to our organization's success.

I also want to acknowledge the work of our past President and current Capital Campaign Committee Chair, Tom Wickersham. He had been President since incorporation in 2014 and a key player in the success of our organization today. Thank you for your hard work, Tom! I am honored to follow in his foot steps as President of the Board.

The Board election results are in! I would like to welcome returning Board Members, Kate Richmond and Christine Sexton, as well as new Board Member, Angela Yancy. I look forward to working with you and the other 5 Board Members over the next year. Thank you Mark Westbrook for accepting the appointment to the Board in July.





# BOARD MEMBERS

## Rooted Carrot Co-op Board Members



**Jodie Huegerich**  
*President*  
Chair,  
Communications  
Committee



**Kate Richmond**  
*Treasurer*  
Chair, Finance  
Committee



**Joy Thorson**  
Chair, Membership  
Committee



**Christine Sexton**  
*Vice President*  
Site Committee  
Chair, Advisory  
Council



**Mark Westbrook**  
Site Committee



**Tom Wickersham**  
Chair, Campaign  
Committee  
Site Committee  
Finance Committee



**Kate Dunning**  
Chair, Site Committee



**Paige Everly**  
Co-Chair, Operations  
Committee  
Membership Committee



**Sally Razor**  
*Secretary*  
Co-Chair, Operations  
Committee



## Board of Directors: 2020 Elections



**Kate  
Richmond**



**Christine  
Sexton**



**Angela  
Yancy**



**Name Change is Official!**

# MEMBERSHIP COMMITTEE

## Membership Committee

June 2019

**957**  
**Wonderful**  
**Members**

June 2020

**1032**  
**Incredible**  
**Members**

**FUN FACT**

The Co-op  
has seen  
membership growth  
every month since  
incorporation!

**That's pretty incredible!**



## Membership Committee: Finding New Ways to Create & Support Community!



### **Get Yard Signs Out!**

Remind everyone that we are still here!



### **Joyful Connections on Facebook Live!**

Every Thursday, host a quick session to connect with members or provide information.



### **Check-in with Members**

Launched a membership calling campaign to check in with members.



### **Book Club goes Virtual**

The Book Club didn't stop. It went virtual!



### **Meet-ups in the Park!**

Hosted Joyful Connections in Person. Book Club meets in the Park.




Joy Thorson, Committee Chair-

In March when COVID-19 shut down our community we had to stop all in person events. Membership growth really relies on meeting with people in person. The membership committee has found new ways to create and support community!



# OPERATIONS COMMITTEE

## Operations Committee



## Accomplishments

- General Manager Job Description**
  - Created job description
  - Prepared foundation for a Search Committee
- Vendor List**
  - Created a local vendor list
  - Began work to expand this to include services.
- Site Location**
  - This committee started the site location and market study work.

13

## Operations Committee: New Projects

Member Survey	Vendor Cultivation & Business Partner Engagement	The Rooted Carrot app!
<ul style="list-style-type: none"><li>Launching late this year or early next year.</li><li>Important next step now that we have a location!</li></ul>	<ul style="list-style-type: none"><li>Creating a plan to keep vendor list updated and to engage and share resources from vendors.</li><li>Engaging and cultivating improved relationships with our community Business Partners.</li></ul>	<ul style="list-style-type: none"><li>Coming Winter 2020/2021: The Rooted Carrot Co-app App!</li><li>Access your membership information and browse co-op business partner discounts from your phone!</li><li>Available for Android and iOS devices!</li></ul>

Paige Everly and Sally Razor, Co-Committee Chairs-

Approximately one year ago, as we entered a new phase in 2020, we realized we needed to do some rearranging. The Site Committee was formed and separated from the Operations Committee. While most co-ops moving in Phase 3 are working on a General Manager Job Description and Vendor Lists, these items are already done. Our new projects are listed above.

# COMMUNICATIONS COMMITTEE



Jodie Huegerich, Committee Chair-

Social Media, and the Garlic Press (our monthly newsletter), are the primary ways we communicate with members. Please follow us on Facebook, Instagram, and/or Twitter. Check out our website for additional information. You can subscribe to the Garlic Press through our social media and from our website. We are diligently working to continually update our website and social media presence as new information arises.

<https://rootedcarrot.coop/> (website)

<https://www.facebook.com/rootedcarrot> (Facebook)

@rootedcarrot (Instagram)

YouTube: [Rooted Carrot Co-op Market](#)

# FINANCE COMMITTEE

## Finance Committee: Finance Report

## Rooted Carrot Co-op Market FY20 Finance Report

REVENUES			
	Budgeted	Actual	% Rec'd
Member Shares	\$ 22,250.00	\$ 14,490.83	65%
Donations	\$ 300.00	\$ 645.58	215%
Grants	\$ -	\$ -	0%
Merchandise Sales	\$ 200.00	\$ 248.59	124%
<b>Total Revenue</b>	<b>\$ 22,750.00</b>	<b>\$ 15,385.00</b>	<b>68%</b>

EXPENSES			
	Budgeted	Actual	% Used
Human Resources Total	\$ 39,960.00	\$ 16,085.00	40%
Operations Total	\$ 11,669.16	\$ 4,582.54	39%
Programs Total	\$ 26,220.00	\$ 1,072.38	4%
Services Total	\$ 30,060.00	\$ 4,438.80	15%
<b>Total Expenses</b>	<b>\$ 107,909.16</b>	<b>\$ 26,178.72</b>	<b>24%</b>

Kate Richmond, Committee Chair-

2020 was a year of rigorous dedication and diligent focus on our mission to build a community owned grocery store in the Cedar Valley amidst a backdrop of uncertainty and change across our nation. Through this dedication and focus we made significant strides in reducing expenses and simultaneously growing membership. We still have not missed one month of membership growth since incorporation in 2014!

FY20 expenses totaled \$26,178.72; a reduction of 37% year-over-year. Expenses were led predominantly by Human Resource cost (~61%) of \$16,085 throughout the first nine months of the fiscal year. Given new COVID-19 uncertainties, and a need to be laser focused on our next phase; including site selection and capital campaign efforts, the board dissolved the Outreach Coordinator contract in March 2020. This decision came after several years of investment in this essential role as the co-op established roots in the community through business partnerships and growing membership. The remaining ~39% of expenses were allocated as follows: Operations \$4,582.54, Services \$4,438.80, and Programs \$1,072.38.

FY20 revenue arrived at \$15,385 led predominantly by new member shares (~94%) totaling \$14,490.83. Other sources of revenue comprising the remaining ~6% included donations of \$645.58 and merchandise sales of \$248.59. Net income for FY20 was (\$10,793.72). This was an ~87% positive improvement on the net loss projected in our FY20 budget. The bank account balance of cash on hand at the end of the fiscal year was \$37,891.16. In conjunction with our capital campaign and membership growth efforts in FY21, our cooperative market is positioned positively to move forward in partnership to physically build our community grocery store!



# SITE COMMITTEE

Kate Gallagher-Dunning, Committee Chair-

The site team was busier than ever. At the pivotal developmental state of 2B, it was decided that the Site team's work should be separated from the Operations team due to the increase of tasks ahead and the need for devoted focus. Kate Dunning assumed Site Team Chair, and was joined by Christine Sexton. Co-op history was explored, and specific needs were identified. Deanna Wheeler, a licensed relator, was asked to join the team, which also included: Terry Stewart, Tom Wickersham, and Mark Westbrook.

Our team made quick work of investigating unexplored sites, our relationships in the community, and the available budget. The site team vetted nine different properties and potential developments. By the end of the fiscal year, we developed a relationship with Brent Dahlstrom, the developer of the future home of Rooted Carrot. As well as plans for becoming a 7,500 square foot leasing tenant in the development @ 123 W. 7th Street. Next year's annual report (July '20 - June '21) will include greater detail regarding the growth of Rooted Carrot Co-op Market. Thank you to all members who suggested sites and offered tips along the way. We have landed a wonderful site!

## Awards

