Options Meeting – Kroger Closure 2/2/18

Options-

~Identify all food resource outlets
~help existing businesses to offer good food
~set up food coop
~food salvage store
~education about food choices
~social venture capital
~social justice focus
~economic justice
~reputation
~coop farm/garden
~food hubs – multiple entities
~volunteer outreach
~clearing house of information (Dr Leslie McKnight)
~want can be done short term/long term
~pursuit of grocery store at Madison Park
~need date from LINK card purchases
~Need purchasing data/resident date to determine issues – transportation, money, population (BU study?)
~Ask Kroger for info
Dissolved into small working groups-

1. **Data/Need** – Mary Hayes, Robin Grantham, Nathan Comte, Tory Dahlhoff, Kate Pastucha

   **Goal:** Compile data and make relevant information accessible to all committee members

   - Gather Public Data
     + Target market demographics
     + Transportation and accessibility considerations

   - Compile Existing Market Data
     + Ask Kroger to share their market data
     + Find any existing feasibility studies
     + Find any existing market survey data

   - Create Targeted Market Data
     + Compile basic market data for neighborhood convenience stores
     + Create targeted public demand survey(s) and reach out to organizations to help collect survey data

   - Analyze Data
     + Identify highest market demands
     + Identify known market demands that could potentially be fulfilled by existing organizations
     + Identify known market demands and community goals that existing organizations are not likely to fulfill

2. **Food Hub/coop, etc** – Nikki Andrews, Joe A Jones, Mark Winfield, Kim Keenan, Denise Urycki, Melissa Adamson, Beth Jensen

   **Food Hub Options Group**

   **Mission Statement:** Generate ideas and decide if those ideas are worth pursuing (credit Melissa Adamson)

   **Ideas we came up with:**

   "Built Environment" concept. Like Pike's Place Market in Seattle, scaled for Peoria. And it would use the George Pasquel Building downtown.
   - We could have "stands" for farmers, local grocers, artists, florists, etc.

   Blue Apron/Emeals concept with a LINK card

   Food Salvage/Grocery Outlet store

   Idea of creating a shuttle service specifically to deliver people and their purchases to their homes. Ask churches to help with this.
3. **Education/Outreach** – Sharon Williams, Dwayne Harris, Melanie Andrews, Josiah Williams, Irene Weathersby, Calvin Patterson

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<th>Education</th>
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<tr>
<td>Provide resources for immediate needs, i.e transportation help to stores, places that deliver</td>
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<td>Will need to educate residents on why they should shop at the co-op/foodhub, i.e benefits of buying local and employment opportunities for community members</td>
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<td>Need to create Master Stakeholders list</td>
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<td>Generate support for funding from Chamber of Commerce listings - List compiled of places to go for outreach once co-op/food hub up &amp; running to publicize</td>
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Tory Dahlhoff from the Greater Peoria EDC (has set up a Google Drive folder for all of the working groups to share documents so everyone in this group can access them. Anyone with the link can access and edit it, no gmail address is required.

The link is: [https://drive.google.com/drive/folders/1uVYQyVZIRH_BdYSFYLXe3XScEI1WCszE?usp=sharing](https://drive.google.com/drive/folders/1uVYQyVZIRH_BdYSFYLXe3XScEI1WCszE?usp=sharing)

*Small groups will continue corresponding with each other until next meeting.*