





ANNUAL REPORT 2022

Email: buttefoodcoop@gmail.com

Website: buttefood.coop

  @buttefoodcoop



BUTTE FOOD CO-OP

CONTENT

01	Letter from the Board	1
02	2022 Accomplishments	2
03	New and Exiting Board Members	3
04	New Logo Sound Bite	4
05	Committee Reports	5-6
06	What's Next	7

FROM THE BOARD

Dear Member-Owners,

Every month for the last two years, I have represented the Butte Food Co-Op on our peer group calls with the Food Co-Op Initiative, a non-profit dedicated to helping start-up food cooperatives develop. I am joined on these calls by eight to ten other start-ups at a similar development point as ours.

December was the first peer group call I had with a new group, so I had the opportunity to give some background on our history and an update on where we were in our development timeline.

After I was done, there was a brief pause, followed by a short, but meaningful comment from one of my Co-Op peers:

“Wow. That’s quite a bit of growth in the last few years.”

As the Butte Food Co-Op heads into 2023, this comment spurred some self-reflection on the progress we have made since that very first community meeting in 2019.

On the outside, without a storefront or secured location (yet...we are getting there!), it may not seem like very much. But when I truly do think about this very long, complex journey, I feel proud of how much has truly been accomplished and reinvigorated for the year ahead.

This year, the focus was determining financial feasibility, converting pledges to member-ownership, beginning the site search and site feasibility process, and continuing to keep our community engaged as we put more of our Co-Op’s metaphorical building blocks in place. And none of these small but critical stepping stones would have been possible without our dedicated Board of Directors, our motivated committee members, our amazing

volunteers, and the greater Butte Food Co-Op member-ownership all working together to move the needle on the Co-Op’s development

Our incredibly steadfast Board of Directors (who, while democratically-elected, volunteer their time to serve the Co-Op) spent hours upon hours building a financial pro forma with consultants to better understand sources and uses and financial projections for various store scenarios. Our Location Committee visited, analyzed, and walked through (sometimes even crawled around in) potential sites for our future store. Our Finance Committee hit the ground running to get the Co-Op well-positioned for a capital campaign. Our Member-Owner Outreach Committee brainstormed new ideas for our changing brand, set up tables at the Farmers Market to share our story, and picked up phones to remind people to convert their pledges to official member-ownership.

We still have a long way to go in this journey. But I think member-owner Suba Ganesan said it best about the Co-Op’s development process - *“We are building a strong foundation. It takes time. We want to build something that is sustainable.”*

With the right people, the right support, and the continued encouragement from our member-owners and the community at large, we know that the wait for a community-focused cooperative grocery store will be worth it. The best is yet to come...

In Cooperation,
Krissy Krackowsky, 2022 Board President, The Butte Food Co-Op Board of Directors

2022 ACCOMPLISHMENTS

- 1 January**
 - Identified Consultant for Financial Feasibility (Don Moffitt, Columinate)
 - Began Monthly Peer Group Calls with Food Co-Op Initiative
- 2 February**
 - Developed 2022 Butte Food Co-Op Goals
 - Attended FOUR Co-Op Trainings
 - Finalized Board Policies & Procedures
- 3 March**
 - Hired Our Outreach Coordinator
 - Convened Our Location Committee
 - Held a Community Update Meeting
 - Stocked the Butte Pantry, thanks to our Member-Owner's Donations
- 4 April**
 - Developed Site Search Criteria
 - Rebranded with a NEW Logo (SEE SOUND BITE)
- 5 May**
 - Attended Our First "Up & Coming" Conference for Start-Up Food Co-Ops (Madison, WI)
- 6 June**
 - Finalized a Working Pro Forma (Financial Feasibility)
 - Started Our "Text for Dollars" Campaign to Convert Member-Owner Pledges
 - Developed FOUR Short Marketing Videos for the Co-Op
- 7 July**
 - Held a Successful "Dial for Dollars" Phone-A-Thon to Convert Member-Owner Pledges to Official Member-Ownership
 - Tabled at the Butte Farmer's Market
- 8 August**
 - Opened Board Applications
 - Tabled at the Butte Farmers Market
- 9 September**
 - Sunsetting All Member-Owner Pledges
 - Converted 24% of Remaining Outstanding Pledges to Official Member-Ownerships
 - Reached Over 850 Member-Owners!
- 10 October**
 - Held 2022 Board Elections & Annual Meeting
 - Began testing Pro Forma on sites
- 11 November**
 - Elected TWO New Board Members
 - Convened Finance Committee
 - Received a \$10K Grant to Assist with Site Design (Growth Through Agriculture)
 - Completed Rural Business Development Grant
- 12 December**
 - OFFICIALLY Launched New Website
 - Tabled at Butte Winter Stroll

Exiting Board Member: *Thank You, Steve Thompson!*



Steve Thompson was one of the key organizers of the original Butte Food Co-Op community meeting back in 2019. He served on the initial steering committee from 2019 until it transitioned to a temporary Board of Directors in 2020. He was our incredibly detailed Board Secretary for the last year and also served as a co-chair of the Location Committee.

Steve has had an incredible impact on our Board since the beginning and we will greatly miss his insight, expertise, detailed notes, and sense of humor!

Our New Board Members:

Keli Tiffany

I've been following along on the development and milestones of the Butte Food Co-Op for months. Now that I'm a resident of Butte I can be involved on a much deeper level. I want this Co-Op in Butte for many reasons!



I think having access to local, fresh, nutritious food is something that should be commonly available to everyone. I believe the Co-Op will help our residents and producers and also help the community as a whole. This will be another place for people to shop. I hope the Co-Op becomes a community hot spot, a gathering place.

I grew up in Butte and then went to the University of Montana (BS in Business Administration with an Accounting emphasis). I've been working in the energy industry for the past 20 years. First, helping businesses save energy, along with measuring and tracking carbon emissions and now on the Utility side of the business.

My free time is spent with my family, my husband Dan, step daughter Lola, two boys Leo (4) and Elijah (1) and the best doggo, Lilli (6). We've been doing a lot outside and eating a lot of good food as we are getting acquainted with our great community and state.

Debbie Smith

My involvement with the Butte Food Co-Op began in 2019 as a "seed fund" donor and expanded to a volunteer role (Farmer's Market, Dial-for-Dollars, Finance Committee Member) over the last two years.



I believe that the Butte Food Co-Op will provide not only opportunity for local food growers to market their products, but also to help the Butte community to participate in long-term sustainability as well as to provide healthful local foods to the people. As a nearly 50-year advocate for organic, healthful fresh foods and less packaging by offering bulk items, I know that I will appreciate the Co-Op.

I have been in Butte for 30 years. Before that, I lived in several places, including overseas and studied art and French at three Universities. While in Houston, I went back to school for geophysics and worked as a geophysical technician for Shell Exploration. We moved to Butte from Houston and I finished my degree at Montana Tech. I worked out-of-town for a few years and after returning, I received my masters degree.

After much job searching, I started working with the Earthquake Office at Montana Tech, from which I retired in 2016.

For fun and to keep busy, I make pottery to donate and sell at art walks and Christmas shows for which all proceeds are donated to the food bank. I also volunteer for good causes, hike, camp, ski and love to recreate with my dogs.

SOUND BITE

The Butte Food Co-op Logo

In 2021, the Butte Food Co-op went through a rebranding process to reflect its next phase of the Co-op development process - securing roots and embracing growth within the community. The initial process was kicked off by the Member-Owner Outreach (MOO) Committee to develop the initial ideas and concepts behind the impending new logo and these ideas were translated into an official logo by Jon Wick of 5518 Designs.

The general theme behind this new logo was a simple, but powerful phrase spoken at the first logo visioning meeting: *"From Earth to Community"*. This stood out as a synonymous connection to how Butte was created - the community grew because of the ore from the ground.

The mission of the Co-op is to provide healthy affordable food (from the earth) to the whole community. It offers insight to the symbolism that could be used to represent the organization to the citizens of Butte citizens.

An abstract graphic was developed with the idea that new growth can and is happening within and in spite of the stereotypes of Butte. Horizontal lines (though not completely explicit) mimic the historically powerful walls of a mine, with a purposeful new growth coming from a place that is thought to be unhealthy and inhospitable of growth.

A connection of "earth to community" shows the Co-op is both a driver and producer of a new perspective of this community. The logo's chosen color palette is also a nod to the "earth to community" theme with brown representing soil, earth, and dirt, and green representing growth, health, and a fresh new perspective.



BUTTE FOOD CO-OP

COMMITTEE REPORTS

Location Committee:

The Location Committee continues to meet monthly to talk about and identify properties that might be a good fit for the Butte Food Co-op. In 2022, the Committee developed a criteria matrix with key site attributes for a successful Co-Op site and toured numerous locations applying that criteria. The Committee also worked on and submitted a joint sponsorship request to Town Pump for vacant land on Montana Street. At that time, Town Pump was not in the position to support the project, but the Committee continues to scout for new possibilities. We have outlined a 2023 tentative timeline for selecting our Co-Op site, with one to two possible sites selected by the end of the first quarter for in-depth site feasibility

work. The Location Committee will then invite the entire board to vet each of those sites and has a goal of a final site decision by the end of June 2023. This will be contingent on a capital campaign and secured capital for the Co-Op's development. While this is an aggressive goal, the Committee is committed to finding a site and moving forward with our overall plans for the Butte Food Co-op in 2023.

Members: Julie Jaksha (co-chair), Steve Thompson (co-chair), Russ O'Leary, Christopher Borton

Finance Committee:

The Finance Committee was organized and began meeting in the fall of 2022. The committee is tasked with developing and executing a plan to raise funds through preferred stock, sponsorships, grants, and loans for the Butte Food Co-op. The committee is off to a great start and is working on developing a fundraising plan for 2023, and preparing for an eventual

capital campaign. We expect to be very active this coming year as we aim to raise enough funds to make securing a location feasible.

Members: Clayton Elliot (co-chair), Leo Prigge (co-chair), Debbie Smith, Suba Ganesan, Jim Sugarek

COMMITTEE REPORTS

Continued



Member-Owner & Outreach Committee:

The Member-Ownership & Outreach Committee (MOO) committee was tasked with various outreach activities this year including assisting the Co-Op with its rebranding process, tabling at the Farmers Market or other Co-Op events, and participating in Dial-for-Dollars to assist with pledge conversion to official member-ownership. The MOO committee will be reconvening in January to focus on outreach events and activities for the Co-Op in 2023.

Members: Megan Babin, Eric Carlson, Stephen Coe, Dave Goodwin, Elaine Mele, Brianna Peet, Kathryn Richerson, Kelli Schermerhorn, and Kayla Sheridan.
Additional Outreach Volunteers (Dial for Dollars): Lindsey Babcock, Molly Klapan, Debbie Smith, Jorey Thatcher, Cass Weber

Governance Committee:

While most of the Governance tasks were taken on by the Board of Directors, the Governance Committee was tasked with developing key 2022 Board Election materials, and ensuring the 2022 Board of Directors elections ran smoothly, fairly, and in accordance with the Co-op's bylaws and policies. This was the Co-op's first official election cycle (all seven seats up for election) and there were seven member-owners who applied for the Board. Everything went very smoothly this year with the elections utilizing a hybrid voting approach (online software and hard copy ballots) and results overseen by Kaleena Miller to ensure the voting process was followed correctly.

Members: Krissy Krackowsky (chair), Steve Thompson, Kaleena Miller.

WHAT'S NEXT

For the Butte Food Co-op

The Next Six Months:



Finance/Capital

- Identify and Procure Grants to Assist with Capital (Rural Business Development Grant, etc.)
- Refine Preferred Stock Offering
- Capital Campaign Planning & Initiation



Governance

- Strategic Planning Session (Goals and Alignment for 2023)
- Election of Board Officers and Board Terms
- Continue Board Policy Development
- Peer Group Calls



Member-Ownership & Outreach

- Re-Engagement of the Member-Ownership & Outreach Committee
- Hold Quarterly Community Events & Activities
- Volunteer Trainings



Location

- Identify Two Viable Locations
- Site Feasibility & Planning



BUTTE FOOD CO-OP