

What we have done in the past year to improve the co-op

We could not ask the community for help unless we had seriously improved the co-op over the past few years. We have. Here are some of the ways.

- ❖ Reconnected EBT just in time for holiday shopping.
- ❖ Updated our credit card readers to accept chip cards and smartphone payments.
- ❖ Purchased a new, larger café refrigerator with counter top for preparing bagels and paninis.
- ❖ Replaced our kitchen stove to bake and cook prepared foods more consistently.
- ❖ Added pizzas to our deli menu with a pizza warmer.
- ❖ Created a collaborative cooperative management team with Lee Farmer working with our GM Natalie Cortese and the rest of the staff.
- ❖ Empowered the staff to handle emergencies, like the 4-1/2 day power shutoff in October.
- ❖ Mounted on the building a new co-op sign created by a local artist to emphasize who we are.
- ❖ Kept operating during the power outage in October.
- ❖ Improved our financial position prior to the power shutoff.



How to get more info about the co-op

Visit our website to read more about the co-op, our past newsletters, and your benefits as a co-op member.

Contact members of the board or attend a board meeting announced in the co-op newsletter.

Talk with our management team, Natalie and Lee, who are in the store most weekdays from 9-5.



www.arenamarketandcafe.org

707-882-3663

The Arena Market & Café, your co-op, invites you to invest in serving the community when the power goes out!



We've lost power before and we'll lose power again due to common winter storms.

Our portable generator can keep the registers working and connect the store to the internet. But it can't handle enough refrigeration.

In October we lost power for 4-1/2 days! We composted a lot of perishable produce, dairy and frozen items. These lengthy shutdowns threaten our ability to serve the community.

Now, we have a plan to survive electricity shutdowns and keep your co-op serving the community.

We need your help.

What we want to do: Install a stand-by generator to keep the co-op running when the power goes out!



A stand-by generator automatically switches on when the electricity goes out, even if no-one is working at the store.

We need the capacity to run the whole store: all of our lights, refrigeration, kitchen, café, registers, essentially keeping the co-op open and operating.

Our monthly electricity usage peaks at about 22,000 watts and our big refrigerators require 3-phase 240-volt supplies, so portable generators cannot do that job.

- ❖ Power it by propane, which we already have for our kitchen.
- ❖ Budget \$20,000 for generator, transfer switch, installation, and expanded propane tank.

With a stand-by generator, the co-op will be better able to benefit the community

Arena Market and Café has over 700 members in the community.

This generator proposal ensures that the co-op serves the community as a gathering place as well as a natural food store.

- ❖ Continue operating the market and café when electricity goes out.
- ❖ Safe, warm, well-lighted place serving hot food, coffee, and drinks.
- ❖ Selling natural food kept fresh in our refrigerated walk-in and produce cases.
- ❖ Buy staple foods and survival necessities (suggestions welcome).
- ❖ Fresh, filtered water if your well pump loses power.
- ❖ Bags of ice for chilling your perishable items at home.
- ❖ Charge your cell phones, tablets, laptops.
- ❖ Access the internet with our café wi-fi through our partner, FurtherReach (who kept our internet access working during the last shutoff)

Ways you can help finance the purchase of the stand-by generator

The co-op needs working capital funds to pay for the generator equipment and installation.

Improving our operations and cash-flow only go so far without an infusion of extra funds. Several members of the co-op board have already committed to invest.

Here's how you can help the co-op:

- ❖ **Shop** more at the co-op! (Shop local and avoid driving time and costs.)
- ❖ **Pay** your membership up to the \$300 full-share level.
- ❖ **Donate** to the co-op.
- ❖ **Pay-it-forward** into your house charge account and wait until spring to use it (money in your bank account earning precious little interest could be helping the co-op).
- ❖ **Offer** the co-op a shareholder loan for larger amounts.
- ❖ **Encourage** others to join.

Thank you for patronizing the Arena Market and Café, your local community owned and operated natural food store.