



CIRCLE CRAFT

CIRCLE CRAFT COOPERATIVE ASSOCIATION



February News



**Register by Tuesday for our upcoming Co-op
Conversation on 2/10**

This is a reminder to register for the important member event next week. Given the pivotal moment that our Co-op is in, having let go of producing the Christmas Market and setting our sights on new endeavours (like an online store) the Board is undertaking to review the

long-term "end" goals of our organization. We are establishing a new vision for what the success of our Co-op can bring to our members and community. As a Board, we see that Circle Craft has potential to become a truly trans-formative partner to current and future members.

This event will be focused on hearing, through small-group conversations, about your needs and aspirations as an artist and member. The themes that arise from the conversations will directly inform our long-term Visioning and Strategic processes. A good number of members have already signed up and we want you to be there too!

What: Circle Craft Conversation
When: February 10, 5:00 to 7:30pm
Where: over Zoom

Click here to register for this meeting:

<https://zoom.us/meeting/register/tJMof-ggpzkqEtU0eVAPDwIF-BaUWDCCeRZY>

After registering, you will receive a confirmation email containing a link to join the meeting.

The final deadline for registering is 11:59 pm on Tuesday, February 8

If you have any questions about the registration, or logging into a Zoom event on your computer or phone, please reach out to Judy Rogers at the store.

See you there!

Wendy

Store News

Despite snow, ice and staff shortages caused by Covid illness, the store managed to beat their target again last month. Congrats to everyone! Well done!

Target: \$35,000

Sales: **\$44,817**(+28%)

Inventory is at a **very** low level and Anna and Judy are asking you to bring in new stock as soon as possible. Make sure to contact inventory@circlecraft.net to arrange a drop-off or ship-in of any product you can get into the store.



Member and Board Updates

- We would like to announce the retirement of Adele Samphire from her business and the Co-op. We wish Adele well in all her future endeavours!
- Jo Ludwig has resigned from the board after almost 4 years. We would like to thank him for all his hard work and invaluable insights as we weathered the recent challenges faced by the board.
- We are working on new membership application forms to tie into our website's 'Become a Member' page. This should be up and running by mid February. Please spread the word to any artists you think would be a valuable addition to our co-operative.
- Membership dues will be deducted from January sales payouts, contrary to what was stated in the January newsletter.
- Members who have products for sale on our website are asked to upload new products (or photos of current products) to freshen store content. If you need help with this please contact Judy at the store.

Updated Member Signing

Anna and Judy have finished an exciting new program for artist signing at store level. As part of our effort to "tell the story" of our artist members, we want shoppers to be able to read about *you* in the moment, while looking at your work. Our admin assistant Joanne Ma designed and produced new shelf tags for every

artist who has a bio on the Circle Craft website. The QR code is easily read with a smart phone and the shopper will be taken to your online bio, where they can then link to your own website and/or Instagram page. We hope you are as excited about this as we are! Engaging the customer, letting them "meet" you in the moment, is the best way to make a visit to the co-op store more meaningful.

You will be contacted in the next few weeks for updates to ensure your bio is complete and accurate.

Below is a sample of the new shelf tag. If you don't have a bio on the website then you will be featured with the old signing which lists name and city.



AGM DATE ANNOUNCED

The 2022 Annual General Meeting has been set for **April 21st** at 5:00 pm on Zoom.

Please mark your calendars now to ensure you will attend. We will be outlining the new Visioning and Strategic goals and processes developed by the Board, based on members' needs expressed at our February 10th meeting.

As well, current and new directors for board positions have to be nominated and then elected by you, the membership. This is critical in ensuring your voice is heard and that the board is representing the wishes of the members. As we come out of these Covid years, we must be ready to turn on a dime and make the most of opportunities for our Co-op. Every voice counts!



If there is any news you would like to share, please send it to
diane@circlecraft.net



www.circlecraft.net



Circle Craft Co-operative of BC | 1-1666 Johnston Street, Granville Island, Vancouver, V6H3S2
Canada

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