



CIRCLE CRAFT

CIRCLE CRAFT COOPERATIVE ASSOCIATION

Hello Circle,

I am writing today with a brief update on the Circle Craft member conversation we held on February 10. The goal of the event was to give the Board insight into how well Circle Craft is meeting member needs today and where we should focus in coming years.

Altogether, we had 35 members in attendance over Zoom. The meeting was facilitated by a cooperative consultant and organized into sections, each starting with a short presentation followed by small group discussions. Members were asked to discuss the value the Co-op brings to them and how the Co-op could continue to meet their needs. They provided feedback on the ways Circle Craft practises the [7 International Co-op Principles](#) and how we could improve engagement. There were note takers in each of these discussion groups giving the Board a lot of information to digest.

The Board met last week to work through all the notes from the meeting. Our task was to identify the common themes that came up in each discussion.

We want to share the broad strokes of our findings with you, as these will be informing our fresh goals for the Co-op. Here are some of the things that we heard are especially important to members

- Successful business: the Co-op creates meaningful economic value for its members
- Reputation: the quality of craft remains highly valued and respected
- Supportive community: Members are easily accessible to each other for help and support.
- Service to Members: The co-op provides opportunities for each member to grow as an artist: training in craft, training in business.
- Outreach and representation: Circle Craft intentionally raises awareness of the value of handmade art and helps educate the public

These themes will inform the Co-op's new 30-year goals and will frame our path in creating value for our members and community.

If you would like to see a recording of the presentations at the meeting, please [click here](#).

The small group discussions were not recorded.

Many thanks to all of the members who came and shared valuable input with us. Our Co-op is poised to move into our next phase with strength, knowing that our strategy for the future will be grounded in the needs of the membership.

See you all at the Annual General Meeting April 21 for further updates!

Wendy

P.S. If you are interested in learning more about taking part in the governance of our Co-op by serving on the Board or sitting on a short term committee, please send me an email! I am happy to answer any questions you have.



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