

IDEAS GENERATED BY SMALL GROUP SESSION AT 2014 ANNUAL OWNERS' MEETING

This list includes all written ideas from each of five group, thus there is some duplication, which may indicate how widespread the degree of concern is for those particular issues.

- Facility
 - accessibility
 - be more accessible for people with limited mobility (inside store & parking lot)
 - satellite stores
 - mini co-ops (like convenience stores)
 - east satellite
 - expansion – satellite stores in W. Asheville, Fairview, food deserts, etc.
 - parking – weigh cost /time frame of paving lower lot
 - parking garage with options for added use/green space
 - address parking
 - parking – ugh!
 - parking garage in pit
 - can we pave lower lot?
 - expansion, including cafe and other community space
 - expansion – need to define
 - expand where we are, first
 - strategic growth/expansion/access
 - retro-fit the space – new structure to attract mainstream – attractive building, good parking – be smarter & more efficient
 - greenhouse, parking lot on the corner
 - boutique apothecary
 - cafe
 - expanded community space
 - cafe
 - shade
 - koi pond
 - patio – greenhouse dining
 - patio – canopy with walls
 - register building with Historic Registry to increase value & preserve (tax incentives for this)
- Outreach
 - education – teach nutrition & food prep to children & adults (no charge)
 - education about food
 - bus shopping for seniors & under served community
 - lead the charge for diversity
 - engage the community around food security & healthy living
 - discussions – What does the community need?
 - work with social agencies; partner with assisted living and limited income housing
 - causes – what/who do we support?
 - vote on our causes – take a stand on issues
 - Buncombe county hunger
 - food access
 - annual community dinner
 - more community oriented - MLC

- Energy Efficiency
 - solar roof
 - solar power
 - carbon neutral
 - join Solarize Asheville
 - bees
 - being energy neutral
 - energy audit – become more energy efficient
 - solar energy improvements (think before & after expansion)

- Partner with local producers
 - CSA
 - farm partnership
 - contract with both established & new farms to create partnerships
 - partner with local businesses that make healthy food accessible

- Marketing
 - re-branding strategy
 - digital marketing
 - emails are great to encourage sales & educate

- Products
 - GMO/fair trade/sustainable
 - concerns about parent companies of organic brands
 - consider selling the “clean 5” non-organic.....more affordable
 - online grocery delivery
 - delivery service
 - mobile markets
 - buying clubs
 - EDLP (back to basics) to help people make better choices on a budget
 - more HBC & household

- In store
 - best shopping experience
 - customer service kiosk
 - triple retail space
 - stay focused on organic food & local food