

Save A Lot Meeting Minutes

Present: Conrady, J-Lynn; Earhart, Terry; Eby, Marlin; Edwards, Henry; Frey, Chad; Grovatt, Laura; Hagenbaugh, David; Hassler, Susan; Hess, Jerry; Hietela, David; Jones, Monica; Phipps, Kelly; Vader, David.

Meeting at Save A Lot store

- Overview and tour of Save A Lot store in uptown Harrisburg by owner Henry Edward.

Meeting at Harrisburg Institute

- Welcome and introductions by David Hietela
- Introduction to Save-A-Lot stores and community development possibilities by Henry Edwards. The following community partners were mentioned as key stakeholders:
 - o Covenant Community Development Corp.
 - Group of professionals currently interested in developing housing and shopping in the city.
 - o Hamilton Health Center (WIK Gineen Peters)
 - Offers nutrition training and coordinates four centers in the community addressing health concerns like diabetes, hypertension, ect.
 - o Town Associates (Landlord of Save-A-Lot)
 - Currently serving as the landlord of the Save-A-Lot building, their interests are to develop a shopping center within the city limits. Also interested in studying the shopping habits of urban customers
 - o South Allison Hill Community Action
 - Interested in developing a business at 17th and Derry St. Previous discussions entertained Ace hardware and a Save-A-Lot store.

Possibilities for collaboration

- Marketing / Advertising: A high priority question is how to get the word out. What vehicles can be used to educate the community? Customers perceive the Save-A-Lot brand (which is exclusive not generic) to be of a lower quality. How can this perception be reversed so that community can trust the product
- Market research: There is a lack of market intelligence in urban centers. While it is important to find out what the customer wants, this information has proven challenging to obtain. Currently, the community only has access to what Save-A-Lot gives the store. Using urban market research, Save-A-Lot can adjust their product offerings to identify eating habits, trends, and better meet the needs of local urban stores. Additionally, there is no way to know if customers are get advertisements. Market research can assist in reversing the engineering of urban shopping patterns.
- Training: Currently, there is a lack of effective training programs for urban employees. Additionally, there is need within the customer base and local

community for learning life skills and how to apply for a job. Important health and nutrition programs are needed to educate the community and employees and raise awareness about health and wellness.

- Technical resources for a start up Community Development Corporation (CDC)

Possible Partnerships

- Service-learning course opportunities. Some curricular possibilities could include conducting community based marketing research, working on advertisement campaigns, conducting health and nutrition programs.
- Faculty community engaged scholarship opportunities that would fund research, development, and assessment projects
- Co-curricular opportunities abound for student groups to get involved. For instance the Collaboratory's Micro-Economic Development (MED) has expressed interest in this project.
- Networking Save-A-Lot with other community partners like the Joshua Farm to raise and sell organic produce locally. Also there might be potential connections with the Harrisburg school district (For example, K-12 schools in the area, William Penn and the entrepreneurship program, etc.)

Next steps

- Henry to come to campus for an afternoon. (Possibly a Monday at 5 PM to meet with the MED group.