

Iron Roots CO-OP

Key Organizers:

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9 year of Restaurant management

Emma Segura-501 N star drive Madison WI 53718

Bachelor in business management and culinary degree

Mathew Maierle-5158 Anton Dr apt 209 Fitchburg

2 year of Restaurant management with Five Guys with a Bachelor of Science in Economics and a Minor in German

Devlin Murphy-

Bar manager of Coopers Tavern for three years with a political science degree

Matthew Klobucher-

7+ years of kitchen management, sous chef at Vintage Brewing Company

Kenneth Roach-

9 years of kitchen experience with 2 years of kitchen management at D2 Sports Pub (Appleton)

Cole Chamberman-

Two years of management experience at Five Guys

Why Iron Roots?

Iron Roots would be Madison's first restaurant Co-op!* We picked this name because just like the roots of a tree the further they grow out, the stronger the tree. Just like a tree we want this idea to grow not just as a Co-op but as a positive, influential company in the communities of Madison and surrounding area.

Madison has plenty of breakfast restaurants, but many of them are run of the mill and offer little variety to the community. We plan to flip the script of most diners by offering a new take on breakfast, by using local produce from Farmers Markets or other fresh and local distributors when possible.

We also plan to buy meat locally, from sources such as Wyttenbach meats and Lodi Sausage Co & Meat Market. We plan to keep things simple with around 12 items for our menu. We will offer a fresh twist on some classic foods, for example we will offer a BLT but with egg and avocado as well. We will begin to serve lunch at 11:00 am and will offer unique bowl dishes as well as one of a kind sandwiches. We will be able to cater to all diets and allergies, by offering vegetarian, vegan, and gluten free options. Our focus of operation will be from 7:00 am to 3:00 pm. We will close at 3:00 and reopen at 5:00 with a flipped menu where we will sell unique cocktails and a bar menu. This menu will likewise focus on uniqueness and catering to all. We would like to secure an open flame oven in order to prepare top quality pizzas and other dishes during our night operations.

Contributing to the mission of MCDC:

The reason we are all coming together to start this co-op is because there is a plethora of exploitation in the restaurant industry, such as discrimination based on race or sex. Another issue is 'golden carrots' being used to motivate employees when the goal is extremely difficult to complete. We will be as transparent as possible so that employees know exactly what they are getting into without the problem of false promises.

As a Restaurant Co-op we will be getting rid of the idea of a tipping wage and we will start all staff off with a fair living wage. Minors will be paid \$11-\$13 an hour, and Adults \$15-\$22 depending on experience. This would be for Servers, Cooks, Bussers, Food runners, bartenders, and dishwashers. One of our main goals is to offer employees a career, not just a job, where they can work without worrying about being discriminated against or taken advantage of. Their Pay will be based upon their skill, experience and responsibilities. Due to us being a Co-op all staff members are owners, which gives them an equal voice in the direction of the restaurant and how it operates. As our business becomes profitable every employee will receive some of the profit, this will encourage strong work efforts as everyone gets a piece of the pie. We will also strive to allow our employees plenty of time to focus on their and their families' lives, something overlooked by many corporations in today's industry.

Coming together with the community:

We are and will continue to work with Worker Justice WI and would like to hire employees that reached out to Worker justice because of a poor working environment, so can show them how a proper Co-op operates. We would also like to work with. The Co-op will also look for guidance through MCDC as to connect with other organizations to find individual who want to learn new work skill or looking for 2nd chances . We will continue to lean on MCDC for support and direction as we move forward with Co-op. We would like to join any applicable cooperative guilds, or start our own. We will reach out to Willy Street Coop for produce purchase. Lastly, we would like to reach out to Group Health Cooperative to find insurance for owners within Iron Roots.

Use of grant money:

- Research different markets and find ideal location for our first restaurant.(\$500)
- To help create and execute Marketing plan (\$1500)
- Logo and website development(\$1500)
- We would like to travel to ether [Rock City Cafe](#) in Maine (cafe and roaster) or to [Arizmendi Association of co-ops](#) to learn firsthand from the co-op owner on how they started, some of their challenges and to see how their Co-op runs day to day(\$2000)
- To create and perfect a business plan with the help of specialists(\$1000)
- To take classes for quick books and other paperwork related programs for many employees, as well as learning Spanish in order to cater to different ethnic backgrounds of employees(\$1500)

Developing our Cooperative:

With this grant we will be able to ensure a proper start to our business by acquiring the knowledge and research needed to start and run a co-op with as few hiccups as possible. This will also give us the ability to properly communicate with all workers so we can ensure a common understanding of expectations and rewards. Lastly, this will ensure that we have spread

knowledge of our new restaurant so we can open up with a bang and immediately secure a base of customers.

Timeline:

We plan to have a completed business plan that has been reviewed by a legal professional by November 1. It would be ideal to have our business loans secured by January 1, 2020. From here we will work on finding and preparing our location in order to open the restaurant by June 1.

**Note from Ruth Rohlich: We have learned Iron Roots will not be the first restaurant cooperative in Madison.*