

# WELCOME TO THE ANNUAL MEMBER GATHERING



# THANK YOU TO THE OUTGOING TEAM

- Exceptional support
- Transparency
- On-going leadership
- Model of Collaboration & Cooperation



# ABOUT US

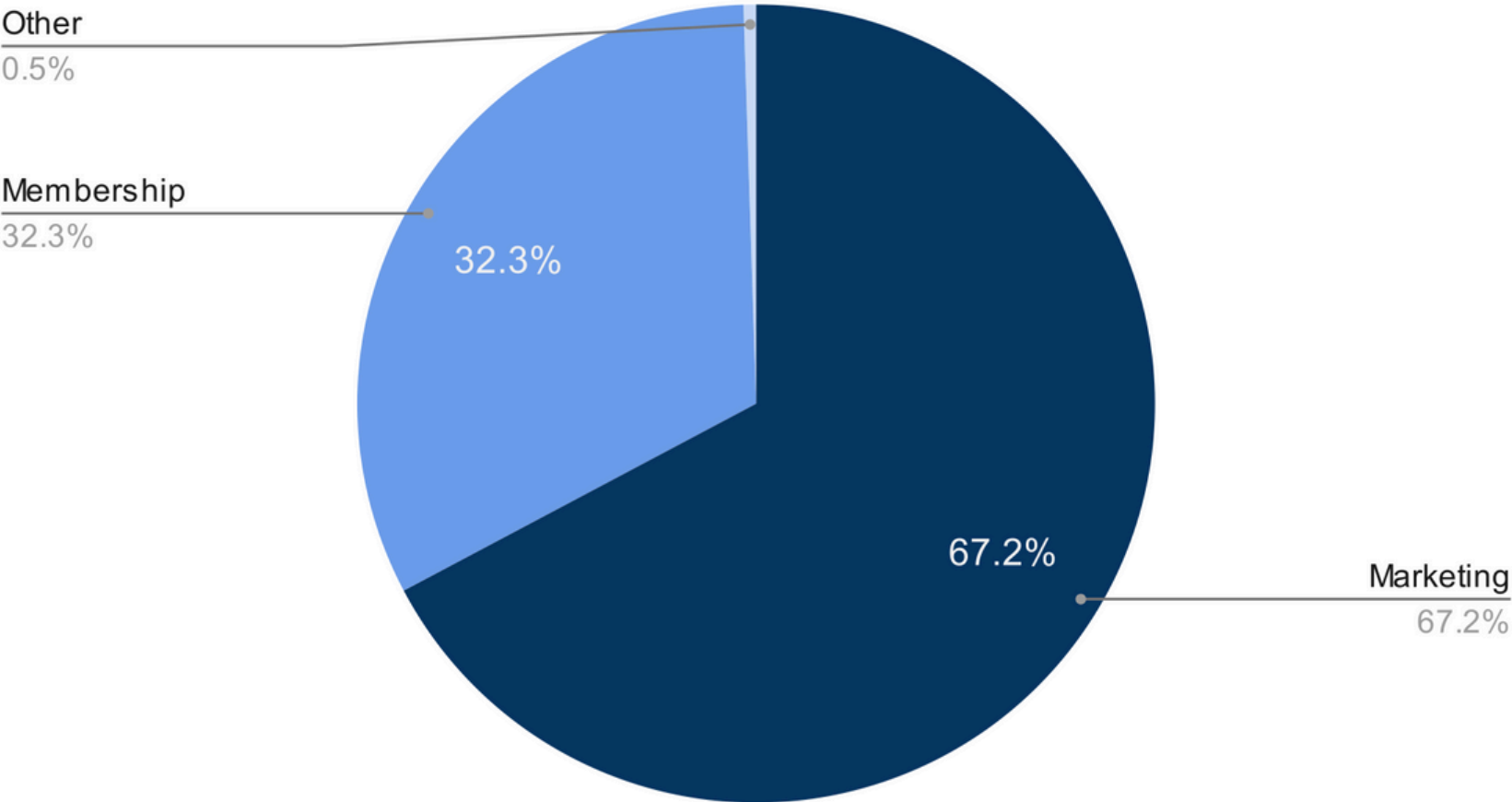
Sonoma County GO LOCAL Cooperative is a community alliance of locally-owned, independent businesses and organizations, providing economic development marketing for its members. Business and organization members work together using shared brand promotion, targeted advertising, and a Rewards Program to increase sales, which in turn strengthens our local economy.

GO LOCAL's mission is to shift consumer and commercial purchasing to locally owned, independent businesses to lift our local economy & quality of life.

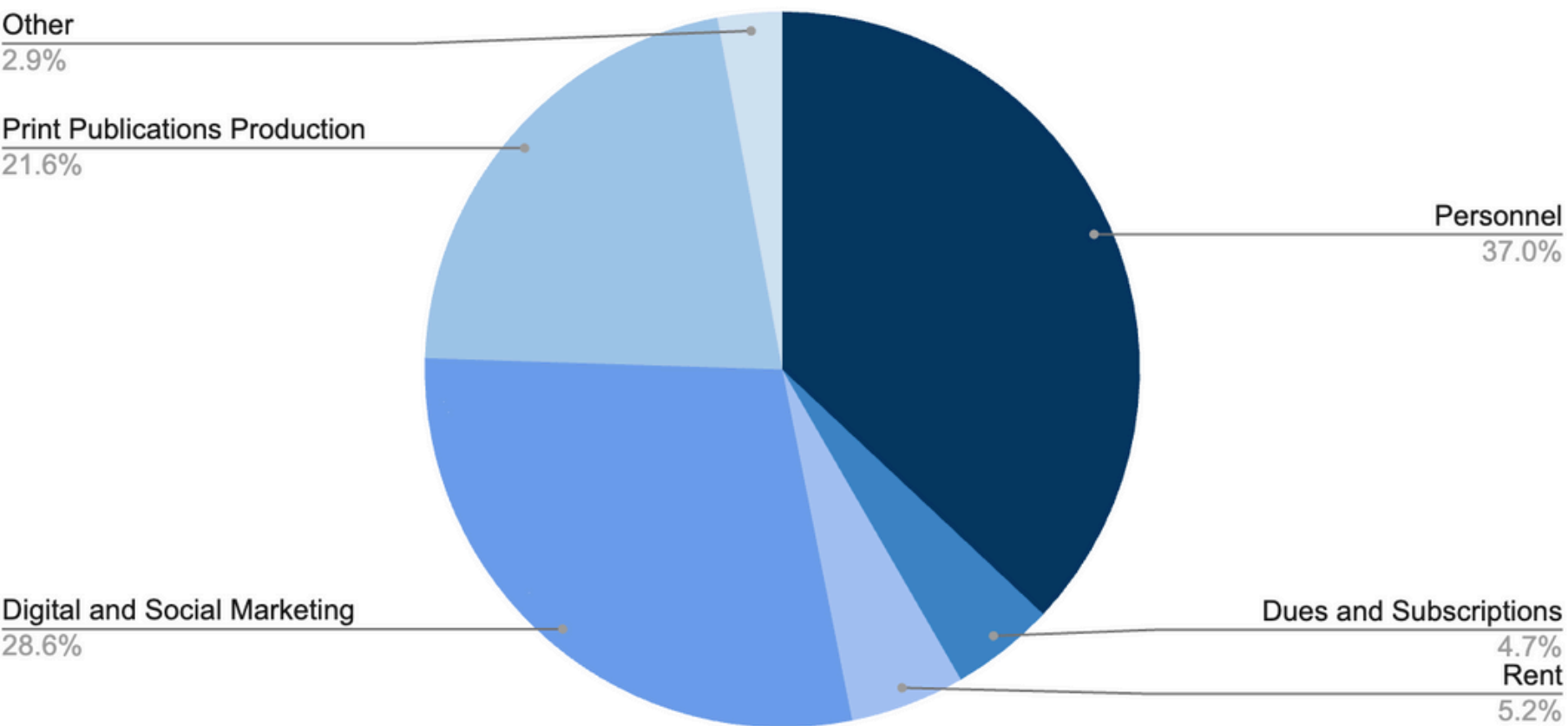


# GO LOCAL FINANCES

Q1 Income



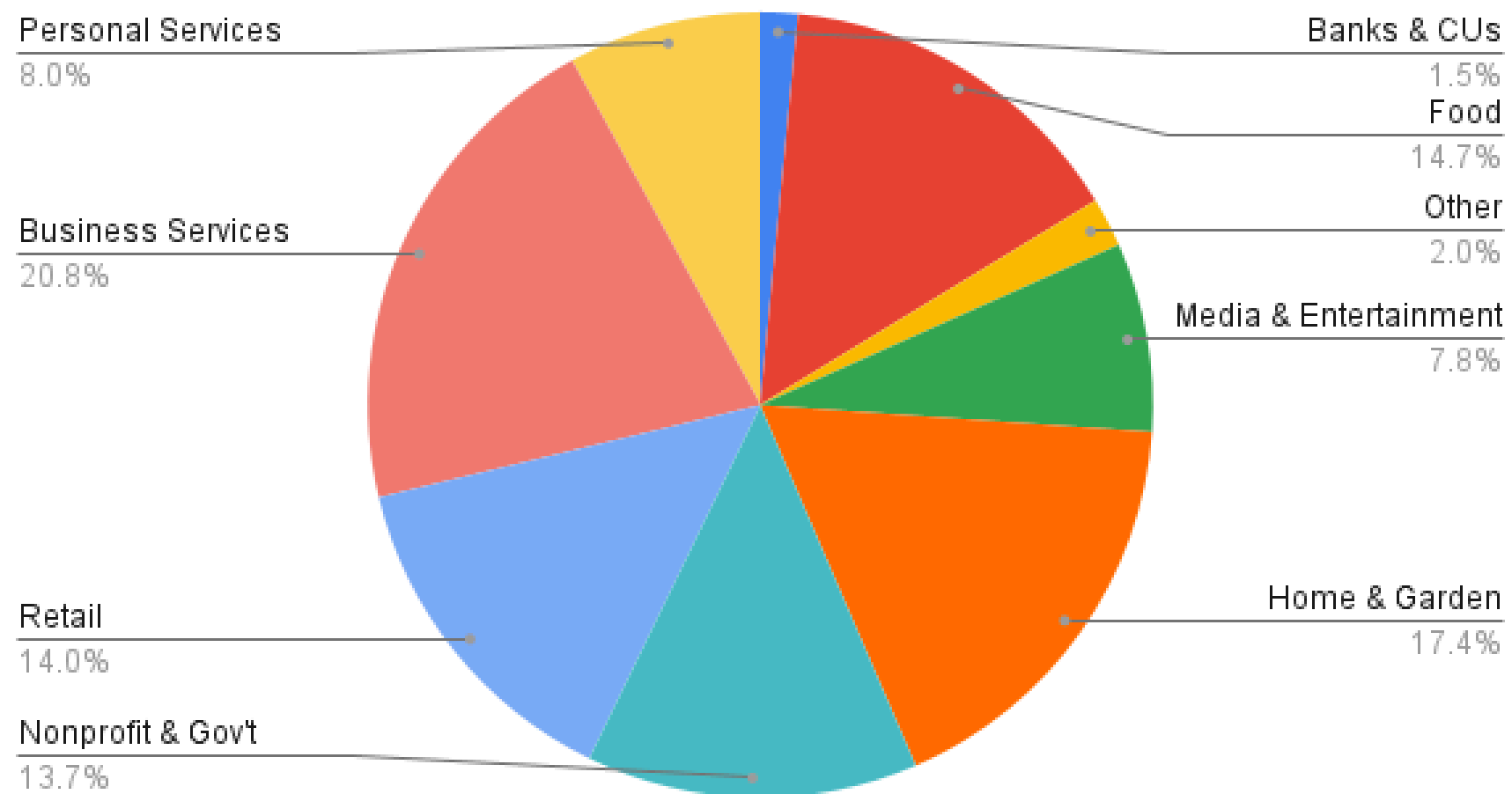
Q1 Expenses



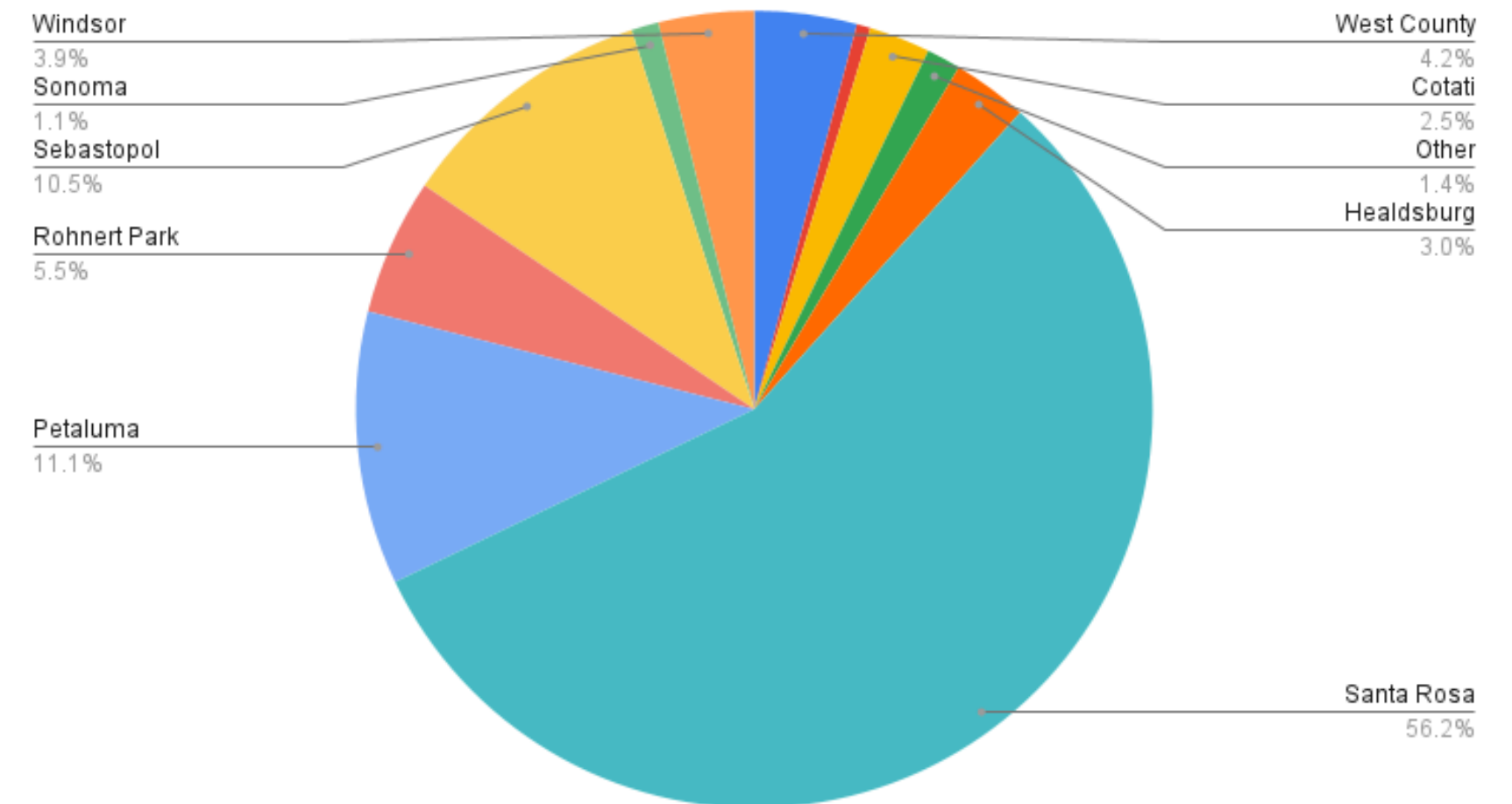


# MEMBERSHIP

## Member Industries



## Member Locations



# REWARDS CARD

- ~ 75 cards distributed per month
- ~ 1/3 of GO LOCAL Members offer Rewards





# REFER LOCAL





# PUBLICATIONS





# 2025 Top Sponsors



# SONOMA STATE UNIVERSITY STUDENTS



SABRINA BARRO  
COMMUNICATIONS INTERN



FATIMA ZARCO GOMEZ  
WEB WRITING INTERN



LEFT TO RIGHT: YEREDI DE  
LIRA, SABRINA BARRO,  
MARIO POMETTA, JULIA  
MORRIS, CHLOE ERVIN

PRIMITIVO PR TEAM





# VOLUNTEERS AND PRO BONO CONSULTANTS



BRAD MORRISON

DATA INTEGRITY



PAUL J. REULBACH

VISUAL COLLATORAL DEVELOPER



JOE YACURA

DATA ANALYST



# ADVISORY BOARD



PAM RIVAS



MARCOS SUAREZ



CAROLINE BAÑUELOS



PJ ROUSCHE



RAKO FABIONAR



# BOARD MEMBERS



JANEEN MURRAY



MATT REYNOLDS



DEBBIE STOHLMAN



MARK STOHLMAN



MERITH WEISMAN



# MEET OUR STAFF



ASHLEY SIMON ALVAREZ

COMMUNICATIONS &  
ADMINISTRATIVE  
COORDINATOR



NATALIE KARMALLY

BOOKKEEPER



MERITH WEISMAN

DIRECTOR



# ACCOMPLISHMENTS

- Attained 501(c)3 status via a fiscal sponsor
- Formed Advisory Board
- Recruited SSU students and other pro bono support
- Held successful webinar on How To Recruit Sonoma State Interns
- Merged Sustaining Technologies' with GO LOCAL
- Media coverage in the Press Democrat, Bohemian, KBBF interview, Successicpe podcast, etc.
- Reasons to GO LOCAL updated
- Moved to SOMO Cowork in Rohnert Park



**SOMO**  
COWORK



# VISION FOR THE FUTURE

- New website – starting April 1
  - Phase 1 – design and content migration
  - Phase 2 – eCommerce development
  - Phase 3 – New Membership Directory
  - Phase 4 – Mobile app for Consumers
- Discounts for Members by Members – launching May 1
- Grantwriting and Charitable Giving Campaign
- More website content updates
- Educational webinars for members every 6 months





**THANK YOU!**



**WELCOME TO THE  
ANNUAL MEMBER GATHERING**





# IN CONVERSATION



MATT REYNOLDS, HE/HIM INDIGENOUS DESIGNS AND GO  
LOCAL BOARD MEMBER, FACILITATOR

DR. MELISSA DURFEY, SHE/HER, OWNER, MY SELF CARE  
DOC

RM HORRELL, THEY/THEM, CHIEF OPERATIONS OFFICER,  
COPPERFIELD'S BOOKS

TOM JACKSON, HE/HIM, GENERAL MANAGER, VEALE  
OUTDOOR ADVERTISING, GO LOCAL TOP SPONSOR

VOTE FOR THE BOARD

