



**Buy Local Berkeley  
Steering Committee  
Memorandum of Understanding  
April 22, 2008**

**Organizational Overview**

Buy Local Berkeley is a partnership of business associations, independently owned organizations and businesses that share a passion for educating about the community value of independently owned Berkeley businesses.

**Purpose**

To educate Berkeley residents and visitors about the community value of locally owned, independent businesses and to inspire people to shift their spending to locally owned businesses as much as they can.

**Definition of Locally Owned**

We are using the national Business Alliance for Local Living Economies model to define locally owned. Participating business must answer yes to all five of the following questions:

1. Is your business privately held? (not publicly traded)
2. Do the business owners, totaling greater than fifty percent of the business ownership, live in the 9 county San Francisco Bay Area. (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma)?
3. Is your business registered in California, with no corporate or national headquarters outside of the Bay Area?
4. Can your business make independent decisions regarding the name and look of your business, as well as all business purchasing, practices and distribution?
5. Do you pay all of your own marketing, rent and other business expenses (without assistance from a corporate headquarters)?

**Goals**

1. To raise awareness about the community benefits of buying from locally owned Berkeley businesses.
2. To provide events, websites, and other educational opportunities to celebrate the unique character of Berkeley businesses and inspire a shift in local purchasing to them.
3. To identify locally owned businesses and organizations in our community so that consumers can make informed purchasing decisions.

**II. Steering Committee Roles and Responsibilities**

To the Goals listed above, a Steering Committee (SC) shall be established for Buy Local Berkeley. The Steering Committee will develop organizational capacity, determine budgets, seek funding, approve projects and programs, etc.

Initial SC members are the self-selected initiators of this process. Ongoing, members will be invited to participate by the SC and will represent various sectors of the community as defined in the purpose statement above.

Those who sign this document are considered the initial Steering Committee Members, self-selected as the initiators of Buy Local Berkeley. Members, who sign below, concur

that there is understanding, and agreement to the following terms, conditions, and commitments:

The individuals and organizations signing below, commit to:

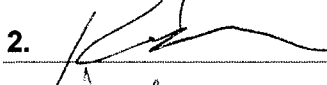
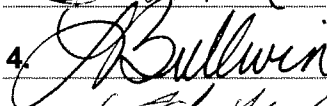
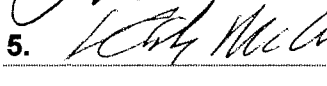

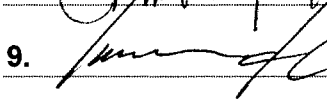
1. Identify opportunities for coordination and collaboration in support of common Buy Local Berkeley goals.
2. Work together in a manner that fosters productive action that leads to results.
3. Focus on commonalities and acknowledge that there may be differences in both approach and content.
4. Lead efforts when appropriate to do so and to support others when they lead.
5. Work with each other to develop metrics for reporting progress toward our goals and provide organizational data needed to meet these tracking and reporting goals.
6. Embody and Communicate the Purpose, and Goals of Buy Local back to our respective spheres of influence.
7. Maintain organizational independence and speak with an equal voice.

All Steering Committee Members Agree to the goals of Buy Local Berkeley and to the roles and responsibilities above.

**TERMINATION DATE**

Any Member may terminate their participation, rights and responsibilities under this MOU upon 30 days advance notice to the other Members then remaining.

**Signatories**

Name	Organization	Date
1. Amy Thomas	Pegasus + Poetry	5/07/08
2. 	Karen Adelman Saulis Restaurant	5/7/08
3. Deborah Brodwin	Downtown Berkeley Association	5/7/08
4. 	Berkeley Cultural Trust	5/7/08
5. 	ACCF Gallery	5/8/08
6. Mark Mueed	Downtown Restaurant, Berkeley	5/8/08
7. Diane Barnes	The Daily Californian	5/8/08
8. 	AFIKOMEN BIZK.	5/8/08
9. 	METRO LIGHTING (SAN PABLO HOME IMPROVEMENT RETAILERS)	5/20/08
10.		