

From: **Whitehaven Community Development Corporation** <info@whitehavencdc.org>

Date: Wed, Jul 15, 2020 at 9:45 AM

Subject: A Letter to the Kroger President from Memphis, TN 38116

To:

Cc: Whitehaven Community Development Corporation <info@whitehavencdc.org>, McCorkle Road NDA of Memphis, Inc. <mccorkleroad@gmail.com>, myzip463@gmail.com <myzip463@gmail.com>, krogerwhitehaven@gmail.com <krogerwhitehaven@gmail.com>

Dear Mr. XxXXXXXXXX,

We are writing to let you know that there is still much work and improvement required at our predominantly black ZIP Code 38116 Kroger location. Since you have decided that “the most important step is to listen,” we are writing to the Kroger Company for you to listen to our concerns “more deeply and deliberately” something we were promised would happen, yet hasn’t (link to our August 2019 meeting with Teresa Dickerson is attached). As the Chairman & CEO of Kroger, you Mr. McMullen, have gone on record suggesting Kroger "can and must do better, as a company, community and country." The Whitehaven community of Memphis, TN is therefore again asking to see our request to improve this location immediately put into action as promised nearly a year ago.

In August 2019, during a My ZIP meeting, Kroger spokesperson Teresa Dickerson agreed to assist the Whitehaven community to form the 'Whitehaven Kroger Council & Commission.' The purpose of creating this body of elected persons, who mainly reside in the ZIP Code 38116, is for them to serve as a volunteer advisory group who would meet regularly and work closely with management, at the Whitehaven location, in an authoritative effort to help change the mindset of the many people in our community who avoid shopping at this home-based location. Like myself, this decision not to shop at our local store was reached due to some real and some preconceived conditions. This, which many of us also believes has the negative effect of removing much needed funding from the Whitehaven community and delivering it to other areas in-and-out of town at better received and perceived locations.

We are asking that this committee be formed because (1) It was promised, and (2) based on the comments below, it is severely needed. We believe that Lonell Broadnax and the new management has made a great improvement in the Whitehaven store and that the influx of \$750M (which was already known about and planned for upgrades at the time of this meeting) has resulted in the increased cash flow the store has recently seen, but we know that amount could and would be higher if more people felt this location was comparable to those on Goodman Road in Horn Lake and Olive Branch, MS; on Union and McLean in Memphis; and near Tillman / Highland off Poplar. Even the location on Cleveland at Poplar is more preferred than the Whitehaven store and we would like to know why. Why don’t we have a ship-click location and why were the floors not replaced as stated by Ms. Dickerson if that was part of the original plan? Maybe the comment (not included below) about forcing the Whitehaven population to shop in MS has some merit after all. All we are sure of is that we do not wish to continue being lied to or working with Ms. Dickerson. Zach Triplett was all set to attend our meeting and get the ball rolling on March 14th, but was informed that he could not attend at the last minute. We were not privy to that information. How unprofessional is that and whose responsibility was it to share if not Ms. Dickerson? None of us

got sick from attending that meeting and Mr. Triplett is in more danger in that store than he would have ever been in our meeting. We are ready and are still waiting for Kroger to keep its promise. What do you say? Don't you agree it is time for a change here in Whitehaven too?

Respectfully Submitted,

The Whitehaven Community Development Corporation and My ZIP+

More Relevant Comments Listed below (All 63 comments listed at the time of this writing are available online at:

https://nextdoor.com/news_feed/?post=153260913&comment=428615585)

June 29th through July 13, 2020 - 61 logged complaints on Nextdoor

1. No wipes to clean basket
2. Employees handling food without properly wearing masks*
3. Not enough self checkouts open
4. Too many self-checkout stations
5. Not enough cashiers
6. No discount for using self-checkout process
7. No help for seasoned citizen customers (for shopping and delivery to car)
8. Not clean
9. Not well-stocked
10. Employees with issues and attitudes
11. Don't / Won't shop there*
12. Poor service
13. Standards (as compared to other locations) not up to par
14. Rotten meat (older purchase)
15. Fruit flies
16. Management (former) disregard for customer's complaints

17. Hard to navigate when check out lines are extended down the aisles
18. Having to travel all the way to the rear of the store to move through / past the check out area
19. Long lines with only two self-checkout stations open
20. Perceived need to leave TN to shop in MS / AR
21. No community respect from large sums of revenue
22. Needs improvement
23. Patrons need to respect common areas
24. Trash everywhere
25. Not a pickup (click / ship) location
26. A hot mess
27. Request for better service
28. Smell
29. I pass it like it has COVID-19 (the plague)
30. No security (police or otherwise) inside store

Whitehaven Residents and Kroger Management: You are cordially invited to attend a telephonic conversation this Saturday, July 18th at 3:30 PM CST to discuss these and other concerns you have regarding the Whitehaven Kroger store. Excessive griping will not be tolerated! The purpose of the call is to obtain factual information on your concerns in a professional manner. Comments can be emailed to whitehavenkroger@gmail.com prior to 3 pm CST on 7/18/20. All are welcomed to phone in (508) 924-5990 or email comments prior to 3 pm this Saturday if they cannot call in to the live conversation. Kroger management is encouraged to call in as well.

Thank you,

Whitehaven Community Development Corporation

Taking back our communities one community at a time

Link to Kroger Allyship Guide: From Awareness to Advocacy

<https://www.thekrogerco.com/wp-content/uploads/2020/06/Kroger-Allyship-Guide.pdf>

Links to Memphis media coverage regarding the Whitehaven Kroger:

<https://www.wmcactionnews5.com/2019/08/14/whitehaven-residents-say-their-kroger-is-bad-shape-grocery-chain-vows-update/>

<https://www.wmcactionnews5.com/2019/10/10/problems-persist-kroger-store-whitehaven-causing-renewed-concerns/>

<https://www.wmcactionnews5.com/2019/11/01/kroger-completes-improvements-whitehaven-store/>

<https://www.fox13memphis.com/top-stories/mid-south-residents-voice-concerns-over-local-kroger-conditions/999173828/>

<https://www.localmemphis.com/article/money/business/local-business/whitehaven-residents-unhappy-with-condition-of-neighborhood-kroger/522-ae88c5f5-5a14-4c21-9d85-e6c5a92464eb>

<https://wreg.com/news/shoppers-voice-concerns-to-kroger-about-whitehaven-store/>

Link to audio recording of August 19, 2019 My ZIP meeting

<https://soundcloud.com/mccorkle-road-nda-of-memphis-inc/teresa-dickersonwav>