



Board of Directors Meeting Minutes

June 7, 2018 • 5 – 8pm

Ten Pin Building – 793 K Street, Arcata

Present at meeting:

Board Members: Colin Fiske (Board President), Robert Donovan (Vice President), Leah Stamper (Secretary), James Kloor (Treasurer), Cheri Strong, Ed Smith, Mary Ella Anderson

Absent Board Members: None

Co-op Employees: Melanie Bettenhausen, Emily Walter, Michelle Sanders, Lauren Faucet, Vince Graves-Blandford, Kiya Villarreal, Alisha Hammer, Laurie Talbert, Jason Davenport

Member-owners: Roger, Brenda Harper, Evan Schwartz, Rachel Waldman, Lisa Blandford

1. Welcome

Meeting was called to order at 6:01pm by Colin.

2. Agenda Review and Approval

Move member comment period in front of the consent calendar.

Consensus to approve the agenda as amended.

3. Member Comment Period

Roger – reports that his solar company encourages the companies he orders product from to reduce their plastic and it appears to be working. He encourages other businesses to do the same. He is still upset about the pre-packaged Los Bagels.

- o Kiya – the Co-op has a letter that we send to vendors to encourage them to decrease their packing.

4. Consent Calendar

Motion: Approve the June 7, 2018 consent calendar:

- a) Approve May 3, 2018 Board meeting minutes
- b) Approve May 29, 2018 Special Board meeting minutes
- c) Authorize Colin Fiske to be a signer on the Co-ops Redwood Capital Bank Account

James moved, 2nd from Leah, Motion passes (7/0/0).

5. Board President Report – Reported by Colin

a) Strategic Planning Update

A draft plan is scheduled to be presented at the July 5 board meeting. Our hope is that the final document will be adopted at the October 21 Annual Membership Meeting.

b) Board Correspondence

Colin has been in contact with previous correspondents regarding protein powder and raw milk. There is nothing new to report on these items.

Humboldt Area Center for Harm Reduction (HACHR)

Rachel Waldman (HACHR Board Member) – several organizations have received floods of emails like those the Co-op recently received. The funding from the Cooperative Community Fund (CCF) helped us upgrade our kitchen and it's been extremely helpful. We were even able to hire another staff member to help in the kitchen. We thank CCF and the Co-op for granting us the funds to assist our kitchen.

- Cheri and Mary Ella don't see need for further conversation with those that had written to the Co-op beyond Colin's initial response.

- James – if we receive further contact I suggest responding that the board fully supports the grant to HACHR.
- The board agrees with James and thanks Rachel for attending the meeting.

6. AB 2909 – Reported by Leah

- Colin – remove asking Jim Wood to support the bill and instead thank him for authoring it.

Motion: Authorize Leah to send the AB 2909 support letter on behalf of the board as amended.

Approved by consensus.

7. How to Strategically Develop New Projects – Reported Colin

This agenda item comes from a session I attended at the CA Co-op Conference where I learned that it's potentially dangerous to start a project at a site that is predetermined versus determining the scope of a project and then determining the location. I want our Co-op to be proactive versus reactive in development projects.

- Leah – we also learned that there are exceptions such as if the developer was particularly invested in your project or if you are the keystone partner.
- James – pro forma and markets study times need to be quicker to analyze if a project is worthy.
- Melanie – having a clear growth plan is needed. We need to identify our grown needs and wants.
- James – would like to ask the membership more questions about what type of growth they want.
- Mary Ella – we need to keep in mind that the future will not be like the present and we need to plan with that in mind. We should have a plan to survive the next big recession.

8. Online Shopping & Delivery Option – Reported by Colin

Peoples habits of shopping are changing. It could change rapidly. I'd like to figure out a way to interact with people in a way that doesn't just rely on them coming to the store to make their purchases. The Member Action Committee had been brainstorming ideas, such as connecting members that can help deliver food to other members, paid delivery services, and making the stores into more of a community space where people come for social reasons, not just to purchase their food.

- Kiya – it's a good opportunity to focus on Co-op branded items and Co-op Basics for home delivery.
 - o Evan – You'd need a refrigerated vehicle if delivering perishable items.
- James – “Uber Eats” does food deliveries in cities. I like the idea of delivering food to members as an additional member benefit.
- Jason – getting an online shop up and running is easy. A clearly defined scope and outcome is critical for the technical side of things. Delivery is where it gets tricky. It's all doable if we have exact goals.
- Colin – likes the idea of taking a diverse approach – building a community-based delivery system.
- Melanie – all of these ideas require resources, re-education and time. What do we want to focus our energy on? Building a community space at stores or delivering food to people?
 - o Colin – wants to make sure we are responding to trends in the grocery industry to remain profitable.
 - o James – tonight was an act of engaging enthusiasm about a specific topic. It would be nice to have a list of goals, rank them, and then have staff investigate the top ideas.
- Robert – are there any stores in Trinity, Humboldt, Mendocino or Del Norte offering online shopping?
 - o Melanie – not that I'm aware of.
- Melanie – we were planning to implement online ordering for the Eureka deli remodel. It could be a good test to see how many people use it versus continue to order in store?
- Colin – likes the ideas of member to member delivery and the Arcata parking lot redesign that includes added community space. I'd like to work on both. People will want both.
 - o Evan – please take into consideration that squatters will take advantage of public spaces and to plan accordingly when designing new social spaces.
 - o Kiya – monitoring of public spaces must be consistent. We need to manage for bad behavior.

9. Earth Action Committee (EAC) – Reported by Leah

There was discussion around encouraging and emphasizing cooperative and environmental values in job postings, interviews and orientation.

- Melanie – this is happening. It's part of orientation, is included in the interview, job descriptions and the recently updated employee handbook. A lot has been done by management to change the culture.
- Kiya – would like to do more fun employee giveaways that give out durable containers.
- Cheri – sees employees taking coffee cups from the floor, upstairs to get breakroom coffee. Also stacks of coffee cups have been brought upstairs.
 - o Melanie – if you see stacks of paper cups upstairs, inform management. It is not okay for employees to take paper cups.

Motion: The board supports the managements work to encourage and emphasize cooperative and environmental values in job postings, interviews and orientation.

James moved, 2nd from Robert, Motion passes (7/0/0).

10. General Managers Report – Reported by Melanie

- Colin – what is the condition of the equipment being salvaged from Safeway stores?
 - o Melanie – CRS is removing them and evaluating them. They are not old and should be energy efficient.
- James – can we see how our expenses are doing to budget in the finance report?
 - Melanie – yes, we just don't have the April financials yet.
- Colin – can you talk about the needle disposal box proposal?
 - o Melanie – it would be a small box mounted on the outside of the building in Eureka. The needles get removed by HACHR once a week, or more, as needed.
 - o Laurie – researching the boxes, including messaging to shoppers and employees.
 - o Melanie – we are checking with our insurance company to make sure it wouldn't increase our liability. Staff would need to know about it and be educated not to pick up any needles.
- Colin – has the Eureka roof leak been found?
 - o Melanie – yes, they know the source and that its shorted out the lights in the atrium area. The atrium lights will remain off until it is fixed.
- Colin – what is happening with the Co-op Access Program?
 - Laurie – final surveys are coming back now. The program will be reviewed by staff in June with an initial proposal presented to Member Action Committee in July.
- James – are there any updates on health plans?
 - Melanie – we signed on with a new broker and are moving forward. We recently met and reviewed our plans with the Union Representative, Shop Stewards and new broker. We are waiting for comparison of providers and prescriptions before signing a contract. We extended our Humboldt IPA through August.
 - Cheri – Michelle did a great job with her presentation to the Union Representatives and Shop Stewards.

Motion: Accept the June 2018 General Manager Report.

James moved, 2nd from Leah, Motion passes (7/0/0).

11. Member Comment Period

- Evan – I heard a lot of talk tonight about ideas and strategic planning but didn't hear anyone talk about adding value to the customers experience. Value is the most important thing. Your decision-making process is slow, and it puts you behind your competitors.
- Lisa – supports the needle drop-off. However, there could be a big backlash, especially from parents. Be very careful how you message it.
- Lauren – I would like there to be options for the community to dispose of needles.

12. New Business (items for next agenda):

- Strategic Planning

Consensus reached to adjourn the June 7, 2018 meeting at 8:14pm and move into Executive Session.

Minutes by Emily Walter



North Coast Co-op
Board of Directors Executive Session Minutes
June 7, 2018
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Present at the meeting:

Board Members: Colin Fiske (Board President), Robert Donovan (Vice President), Leah Stamper (Secretary), James Kloor (Treasurer), Cheri Strong, Ed Smith, Mary Ella Anderson

Absent Board Members: None

Approved guests: Melanie Bettenhausen

No reportable action this month.

Executive session ended at 10:02pm

Reported by Leah Stamper