



## Member Action Committee (MAC) Minutes – February 14, 2018 Ten Pin Building, Arcata

### Present:

**Board Members:** Colin Fiske, Cheri Strong, Mary Ella Anderson

**Member-Employees present:** Emily Walter, Laurie Talbert, Jules Katz

**Members present:** Steve

1. **Welcome:** At 5:33pm Jules welcomed everyone, and introductions were made.  
The group decided combine agenda items 4 and 5.
2. **Approve Minutes**  
Consensus to approve the January 2018 meeting minutes.
3. **Member Comments**
  - Cheri – mentioned that have been a lot of recent consolidations of businesses into new businesses. Meat companies have been purchasing protein companies. Field Roast brand and Light Life were both sold this month.
    - o Laurie – who owns whom is a target for the Marketing department. They want to put something in the Co-op News and have something for the website that can easily be updated.
  - Mary Ella – there is a proposal to cut the food stamp program and it's concerning.
4. ~~Movie Night~~
5. **Member Engagement**
  - Goals
    - Create a food centered community
    - The Co-op becomes a place for community
    - Live up to the Co-op principles
    - Snap people out of their lifestyle induced comas
    - More participation with elections
    - More participation with meetings such as MAC
    - Fulfilling the 7 cooperative principles
  - Current Engagement
    - Annual Membership Meeting
    - Movie Nights (two thus far)
    - Co-op News (quarterly)
    - Member only coupons
    - FB giveaways
    - In-store giveaways
  - New Ideas
    - Coffee with the Board (simple gatherings in the stores that aren't actual meetings)
    - Member volunteers – the board voted to make this happen but it's been listed as not a priority by staff
    - Host events at the store that create community that don't include shopping (cooking classes)
    - Having more space for sit-down eating

- Co-op Neighborhoods idea from Steve (see attached proposal)
  - o Colin – likes the idea of mapping out where our members live.
  - o Add information in the Co-op news to encourage members to cook together and eat together

## **6. Purchasing Policy Outreach**

Laurie passed out a statement about the purchasing policy.

- Change the word “its” on the first line to “our.”
- Remove first part of sentence and start it with “The North Coast Co-op strives”
- Get rid of “as stated in our Purchasing & Merch. Policy.”

ACTION: Marketing will work on posting the amended statement in the stores in the near future.

## **7. Agreements**

Next meeting: Wednesday, March 14, 5:30pm

## **8. Next Agenda Items**

- Member engagement
- Discuss ideas to implement member engagement ideas

## **9. Roles & Responsibilities**

Consensus reached that Steve will facilitate the March meeting.

Colin will report the MAC meeting at the March board meeting:

Consensus reached to adjourn the meeting at 6:33pm.

*Minutes by Emily Walter*

## PROPOSAL FOR A “CO-OP NEIGHBORS” PROJECT

Recovering a sense of “village” – even in a small urban area with relatively few people – is essential to our value of “working for sustainable development.” Connecting neighbors and decentralizing our food system would be two among many goals of a “Co-op Neighbors” Project.

The basic vision is:

1. Create a map of the NCC membership from existing data.
2. Observe patterns of member proximity to identify neighbors and neighborhood villages.
3. Invite co-op members to meet their Co-op Neighbors for food-related social events (potlucks, picnics, house parties).
4. Identify co-op members with time and energy to help self-organize a Co-op Neighbors group for community building, volunteer projects, promoting co-op outreach, carpools, neighborhood cooking and gardening classes, etc.

The Member Action Committee could work voluntarily with Co-op staff to manage and promote Co-op Neighbors to minimize staff-time on the project.