



Member Action Committee (MAC)

Minutes - January 10, 2018

Ten Pin Building, Arcata

Present:

Board Members: Colin Fiske, Cheri Strong

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

Members present: Steve and Trudy

1. **Welcome:** At 5:30pm Jules welcomed everyone, and introductions were made.

2. Approve Minutes

Consensus to approve the December 2017 meeting minutes.

3. Member Comments

- Steve – in the current Co-op News there was mention of the upcoming strategic planning process. Steve sees a lot of emphasis on running a store and not as much on community building. Steve would like to be part of the strategic planning process around the idea of real community and real food. How do we engage people who shop at the Co-op to be part of a community?
 - o Colin - Challenge is to integrate the operational and community aspects via the strategic plan. The stores are the hub of what creates community.
- Steve - Locally Delicious kick-off on Feb. 23. They would like the Co-op to help sponsor this kick-off.

4. Purchasing Policy

- Emily – the policy has been posted in both stores on the board boards and online.
- Laurie – maybe we need a better area for posting educational materials.
- Colin – envisioning a poster of the policy. Could it be on an easel that gets moved around?
- Laurie – Customers are not likely to read the entire policy during a shopping trip. Could we boil the policy down to a few sentences that cover the basics of it?
 - o Colin – agrees with Laurie that we could summarize the policy.
i.e. It is the Co-ops goal to sell items that are environmentally sound, socially responsible, local, and meet member needs.

ACTION: Laurie will bring a proposal to the February MAC meeting of a condensed statement.

5. Annual Membership Meeting

At the January board meeting Roger proposed closing both stores on the day of the Annual Membership Meeting (AMM) so that all member employees could attend.

- Jules – not sure how many employees would actually attend. Many have the day off and don't attend.
- Laurie - ~75% of employees are members.
- Cheri – I don't think the store needs to close. Those that want to go can ask for the time off. Shoppers are upset when stores close at unusual times.
- Laurie – if we want to encourage employees to go we should give advance warning to request time off or switch shifts.
- Colin – AMM attendance largely depends on what is happening at the AMM. Maybe the MAC needs to start focusing more on ways to grow member involvement in general. How can we make the AMM more

meaningful, to make it important enough to close the stores? Or are there better ways to get members involved?

- Laurie – if we get members involved in other ways they will more likely attend the AMM.
- Jules – proposes allocating 20-30 minutes towards member engagement at the next MAC meeting.

6. Member Survey Questions

In the past MAC has come up with member questions for the Co-op News. The next issue will likely have a question pertaining to strategic planning. The committee would like to dedicate a half page in the next Co-op News based on strategic plan related questions.

7. Racial Equity Training

Currently under investigation. Nothing to report at this time.

8. Agreements

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

9. Next Agenda Items

- Movie night
- Purchasing Policy re-do for approval
- Member engagement (20-30 minutes)

Consensus reached that Jules will facilitate the February meeting.
Cheri will report the MAC meeting at the February board meeting:

10. Check-in

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

Minutes by Emily Walter