



Member Action Committee (MAC)

Minutes – March 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 St. Thomas, Walt Paniak, Diane Ryenson, Roger

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

- Mary Ella would like to add an agenda item about a Home Away from Home potluck. It was decided to add this item following member comments.

2. **Approve Minutes**

Consensus to approve the February 2018 meeting minutes.

3. **Member Comments**

- Steve – thanked Laurie for attending the Locally Delicious launch of their new film. The Co-op was a sponsor of this event. Does the Co-op have a handle of how much local food is being purchased?
- Laurie – we track local sales on a weekly basis.
- Steve – would like to know the percentage of local sales.
- The group discussed organic standards and the many definitions of what local can mean.
- Diane mentioned that in some areas of California crops are watered with oil and gas waste water, even if organic.

4. **Home away from Home** – Reported by Mary Ella

Mary Ella is going to attend the next Home Away from Home potluck event on April 1 at the D St.

Neighborhood Center in Arcata. They will be celebrating Cesar Chavez. This is coordinated by Ron White of the Humboldt Area Foundation. Mary Ella is inviting others to attend this event with her.

ACTION: Mary Ella will email information about this event to the board.

5. **Ben & Jerrys** – Reported by Colin

The board discussed issues surrounding a current boycott of Ben & Jerry's. There were disagreements between pulling the product and educating customers or educating prior to pulling. We carry other ice cream products that are likely contaminated by glyphosate.

- Diane – I'm a member of the Organic Consumer Association (OCA) which is heading up this boycott. They are trying to pressure Ben & Jerry's to go 100% organic. The dairy industry in Vermont has become a dirty business with cows raised indoors and fed on round-up ready grain. This is an important issue for the health of humans and the planet. Diane would like the Co-op to sign onto a letter with OCA to pressure Ben & Jerrys to go 100% organic.
- Colin – we have a purchasing policy and standards. The purpose of the boycott would be to send a message and I would be in favor of this if accompanied with customer education.

MOTION: Recommend the board sign the OCA letter, boycott Ben & Jerrys and educate members and shoppers about the boycott.

Motion by Cheri. Motion approved by consensus.

- Laurie – mentioned that if we chose to boycott we should work with our local vendor to find a replacement product to not impact that vendor.
- Colin – if approved, the board will need to discuss the terms of the boycott.

6. Member Engagement – Reported by Jules

- The group reviewed goals for member engagement from the February meeting and narrowed it to three goals.
 - 1) Increased member governance participation
 - 2) Living up to the Cooperative principles
 - 3) Consumer Education
- Many would like to find a better location to hold meetings.
- Steve – Co-op neighbors is about actively doing stuff and not just talking about doing stuff.
- Jules – likes the idea of having volunteers.
- Laurie – next year's marketing plan includes some new member engagement ideas.

This item will be continued at the April meeting.

7. Agreements

Next meeting: Wednesday, April 11, 5:30pm

Recommendation to the board:

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| <ul style="list-style-type: none"> • Sign the OCA letter, boycott Ben & Jerrys and educate members and shoppers about the boycott. |
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8. Next Agenda Items

- Member engagement continued
- Report from Mary Ella on Home Away from Home Dinner
- Colin – how do we empower members to take action through the Co-op?
- Visions & Goals input

9. Roles & Responsibilities

Consensus reached that Mary Ella will facilitate the April meeting.

Roger will report the MAC meeting at the April board meeting:

Consensus reached to adjourn the meeting at 6:30pm.

Minutes by Emily Walter