

2024 North Coast Co-op Election Guide

**Vote in the Board of Directors' Election
September 18 through October 16**

Members, Owners, Cooperators,
we are the Co-op and we vote!

We elect members of the North
Coast Cooperative, Board of
Directors.

Our Board of Directors is
necessary for the Co-op to
operate.



The North Coast Co-op's board listens to you.

The Board advises the Co-op's General Manager
who is able to accept, modify or reject the advice.

The Board contributes to the Co-op's ability to
continue being a viable business that supports
the community.

There are five roles of the board – 1. Decision
maker, 2. Advisor, 3. Trustee, 4. Perpetuator, 5.
Symbol of the Co-op.

The board's five responsibilities are – 1. Business,
2. Legal, 3. Financial, 4. Membership, 5. Ethical.

The Co-op is grateful for your participation in
this election which will ensure the North Coast
Cooperative's future.

Thank you for your participation,

Laura Jones, Nominating Committee Chair

A poster for the Annual Membership Meeting. The background is light orange with faint illustrations of various fruits and vegetables. The text is in bold, colorful fonts. At the top left, it says 'ANNUAL MEMBERSHIP MEETING' in purple and yellow. To the right is the North Coast Co-op logo. Below that, it says 'ALL CO-OP MEMBERS ARE WELCOME'. The date and time are 'OCTOBER 13, 1-3PM' in orange. The location is 'D Street Neighborhood Center, 1301 D St, Arcata CA 95521'. The speaker is 'SPECIAL GUEST SPEAKER ROBIN PRASZKER', Environmental Project Manager for City of Eureka, presenting on 'Short-Lived Climate Pollutants and Organic Waste Reduction'. Other topics include 'STATE OF THE CO-OP • STRATEGIC PLAN UPDATE LOOKING FORWARD TO 2025 AND BEYOND', 'SNACKS • REFRESHMENTS • WINE', 'RAFFLE PRIZES • BIKE VALET AND MORE!'. At the bottom, it says 'Members can RSVP by October 6 at Customer Service or online at northcoast.coop/rsvp'. The bottom of the poster features a colorful illustration of various fruits like apples, oranges, strawberries, and blueberries.

**ANNUAL
MEMBERSHIP
MEETING**

**NORTH COAST
CO-OP**

**ALL CO-OP
MEMBERS ARE
WELCOME**

OCTOBER 13, 1-3PM
D Street Neighborhood Center
1301 D St, Arcata CA 95521

**SPECIAL GUEST SPEAKER
ROBIN PRASZKER**
Environmental Project Manager for City of Eureka
Presenting: Short-Lived Climate
Pollutants and Organic Waste Reduction

**STATE OF THE CO-OP • STRATEGIC PLAN UPDATE
LOOKING FORWARD TO 2025 AND BEYOND**
SNACKS • REFRESHMENTS • WINE
RAFFLE PRIZES • BIKE VALET
AND MORE!

Members can RSVP by October 6 at
Customer Service or online at
northcoast.coop/rsvp



**SEE INSIDE FOR
Candidate Statements • Voting Guidelines
Official Voting Ballot**





Meet the Candidates

All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Michael Connors

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?
(see below)

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.
(see below)

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?
(see below)

4) Please share additional thoughts you would like the membership to know.

Hi! I currently serve on the Co-op Board of Directors as Treasurer. I'd be honored to receive your vote to continue serving you!

I love Co-ops. Cooperatives are a testament to the power of community, an amazing economic force that boosts local economies and provides quality careers while also returning profits to member Owners. Our North Coast Co-op has been a cornerstone in Humboldt for over 50 years, and I hope to help it continue for 50 more.

I'm proud to report our financial heartbeat is strengthening – we are in the midst of an impressive turn-around. When I joined the Board two years ago, the Co-op was losing over a million dollars per year. Now, I'm proud to say, we're back in the black. We've had four consecutive profitable months and are poised to complete our annual audit with a clean bill of health. As Treasurer, I have only played a small part in this turn-around – a big thank you to the ~180 Co-op team members for making this a reality.

Let's Dream Bigger

While I'm proud of this financial recovery, there are so many more things the Co-op could and should be doing. If elected, I'll work on the following:

1) A Board of Directors refocusing – The Board should be more engaged than simply reviewing financial statements and management reports. The Board should represent the owners of the Co-op and work with management to institute positive change!

2) Community Outreach – The Co-op should be shouting from the rooftops about the many great things we currently do; all the ways we already give back. From Round-Up donations to featuring local farmers to direct charitable giving, there are already many great things happening. I want everyone in Humboldt to know!

3) Reinvigorate the Co-op – Our two locations are already welcoming places for many of us but not so for everyone. We need to find ways to inject the Co-op with Humboldt's energy, positivity, acceptance, and creativity!

Your Voice, Your Co-op

I envision a Board of Directors which listens, engages, and strives to achieve the goals of its member Owners. Together, we can amplify the Co-op's impact, building on our recent string of financial successes and begin returning those profits back to YOU! Send us feedback, attend our Annual Membership Meeting on October 13, and join us as we develop our new Five-Year Strategic Plan which will include direction about discounts, dividends, compensation, donations, and other priorities. Let's work together to create our future Co-op that embodies our shared values, supports our local economy, and nourishes our community.

Thank you,
Mike Connors



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Fhyre Phoenix

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

As a long-time co-op member and shopper, I would like to give back by adding my experiences and skills to the board.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

I have a Bachelor's degree in Human Services and a master's degree in Human Services Administration; served as the board president of the Mountain People's co-op in Nederland, Colorado, and have served as the executive director of three non-profit organizations. This education and these experiences give me a rounded, professional perspective that I can add

to the board. I currently work as the Lead Community Ambassador for the City of Arcata.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

1. Climate change, and how this affects local farmers and co-op suppliers.
2. Population growth due to climate refugees, additional Cal Poly students, and the massive development of local infrastructure (with many imported workers) for the windmill project, and other large developing projects in northern Humboldt.

4) Please share additional thoughts you would like the membership to know.

The co-op has amazing staff, loyal members, and hard-working farmer/suppliers. The board must work to nurture, uplift, listen to, and support all of these as we move into the future.



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Alexandra Profant

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I would like to serve on the Board of Directors to continue to learn about, and help fine tune the “gears” which make the North Coast Co-op run smoothly and persist to “function.”

As a member, who joined when the Co-Op when my child was a toddler, whose presence was welcomed by the-then, tiny Eureka store, as well as being a former board member who served on the Board, and, as a local vendor of private forestland family farmed wood products (and, up-cycled products made in part, from collected recycled items, at our two stores) to, the co-op/ members & customers, as of 2022/2023 -has given me a unique vantage point to recognize continuity hiccups between the two stores, (Eureka & Arcata), yet, a singular entity.

This knowledge and experience informs my current desire to share my time, by serving the membership, employees, and broader Northcoast Co-Op community, again, as an elected board member.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

I am a co-founder and director, of a 501 (c) 3, where said charity, with slow, steady, grass-roots growth, has caused focus and strength, in our mission, enduring over the years, with little monetization. This type of dedication by myself and others causes me to have an awareness of what drives others’ interests, in serving an organization. The slowness allows others to keep up, and stay involved.

My training in design, and as an architectural conservator provides me with skills to abstract complex issues, and recognize fissures needing repair.

Pendantic approaches by those who live in Humboldt county is an acquired tolerance, which causes many from here, to have a complex and deep sense of humor paramount to the culture I have come to love and often find in the membership and personnel serving the Co-Op.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

There is a widening gap between those who embrace emerging technology as the be-all/end-all-answer to everything, and to those who rely on traditional “old-school” ways of doing things; this is cause for me to run for the 2024 election- to be a viva voce voice for those of us who still rely on snail mail, walk-in person-to person business activity, and paper ballots with humans counting them. Due to identity theft(s) , on the rise, I have learned participating in the electronix-u-verse is no longer an option, for many, and often invites ignorant and debilitating prejudices. Those whose lives and families-farms have a resilience due to the tried and true, human based traditional way of doing things where “old-school” practices, are still relied on by many, (and are now being embraced by younger persons, again,) is a reason to backpedal, re-experience this view, and consider revisions to keep the old ways alive.

4) Please share additional thoughts you would like the membership to know.

I want our prices to be lower- especially to serve the aging, fixed income, and student populations; I have some ideas as to how this might actually happen.



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Layla Richardson

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I would be thrilled to join the Board of Directors and contribute to the growth of the North Coast Co-op, a place that has always felt like home. During my time at Cal Poly Humboldt, the Co-op was more than just a store—it was a community hub where I learned the importance of sustainability and the power of food to connect people.

I've wanted to be a board member for years, but I waited until I could fully commit. Now that the time is right, I'm eager to collaborate with fellow board members to advance our mission and make a meaningful impact. The Co-op's initiatives, like Seeds for Change and the Pumpkin Patch, are vital to our community, and I'm passionate about maintaining our strong ties with local nonprofits, businesses, farmers, and organic food. To me, the Co-op isn't just a place to shop; it's a family. I'm excited about the opportunity to represent and give back to a place that means so much to me and to so many others.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

My bachelor's degree in child development, combined with over six years of Montessori teaching experience, has provided me with strong communication, leadership, and organizational skills, all of which are crucial for effective board collaboration. Additionally, my work with the ERV Community Center Foundation is to build community connections. I do this every day with my frequent collaboration with nonprofits and the First 5 playgroups I run in Fortuna.

At Cal Poly Humboldt, I served as sorority president for two years, refining my leadership skills and deepening my understanding of group dynamics. I've continued this involvement as the California president of our alum organization for the past six years, which has further developed my ability to work effectively within a team. As the executive director of Zero Waste Humboldt, I lead efforts to promote Zero Waste in our region. This role has strengthened my strategic planning and project management abilities, which will help me succeed as a board member. With these connections I continue to deepen and gain valuable insights into community needs.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

The Co-op has a great opportunity to strengthen ties with Cal Poly Humboldt and continue to support local farmers and business while managing growth. I believe balancing innovation with our commitment to community and Zero Waste will be key to our continued success.

4) Please share additional thoughts you would like the membership to know.

I'm a detail-oriented, bilingual, and outgoing person deeply committed to our community. My passion for sustainability and connection drives everything I do, and I'm excited about the opportunity to bring this energy to the Co-op.

Voting Guidelines

Members can cast their ballots from September 18 through October 16 at 9pm.

Votes will be considered valid if all of the following apply:

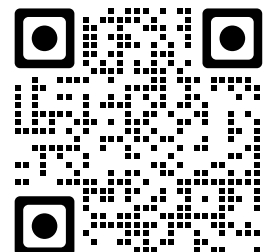
1. Membership with North Coast Co-op is current as of August 4, 2024. Household Shoppers on a membership do not qualify to vote. To check your membership status, contact membership@northcoast.coop or (707) 443-6027 x 434.
2. Votes per ballot cannot exceed the number of open seats. There are two open General Director seats.
3. Ballots must include the member's name written legibly, their membership number and their signature.
4. Write-in candidate must be current members of North Coast Co-op and agree to candidate requirements (list available at voting table).
5. All ballots, including mailed ballots, must be received by 9pm on October 16.

Policies and Procedures

- A vote may be cast online (preferred) or with a paper ballot.
- In the event that more than one otherwise valid ballot is cast by the same membership but by a different name on the membership, the vote of the majority will bind all.
- Electioneering will not be allowed within 15 feet of the ballot boxes or 5 feet of any entrances to the stores.
- Ballot boxes are located near the front entrance in each store.
- Ballots may be dropped off at ballot boxes in the Arcata or Eureka store or mailed to the address shown on the ballot. All mailed ballots must be received by 9pm on October 16.
- For a vote to be valid a quorum must be met, which is 250 or 5 percent of the membership (whichever is lesser) casting valid ballots.
- The two candidates receiving the highest number of votes will be elected.
- The Nominating Committee will count the ballots on October 19 and notify the membership with in-store signs by Thursday, October 24.

Online Voting Guidelines

- Online voting can be accessed through a web browser on a computer or mobile device by visiting northcoast.coop/vote.
- The member number, full name and signature prompts are required for a ballot to be valid.
- All voting prompts are optional. You may answer as many as you want to.
- Refreshing your browser window will restart the voting process.
(Only do so if you intend to start over.)
- Refer to this election guide during the online voting process, if needed.



Scan to access online voting page.

2024 OFFICIAL BALLOT

Due Oct. 16
by 9pm

Online voting option available at www.northcoast.coop/vote

Please read the Voting Guidelines on pg. 6 of the Election Guide and vote online OR below.

All three lines below must be filled out and legible in order for this ballot to be valid.

Full Name *(Printed Clearly, Required)*

Member Number
(Required)

Signature *(Required)*

Fold this section in second.

1. **There are two open General Director seats.**

Vote for **two** candidates in this section. More than two votes in this section, write-in or not, will invalidate this ballot.

Michael Connors

Alexandra Profant

Fyre Phoenix

Layla Richardson

Write-in:

Write-in:

Fold this section in first to retain anonymity.

Vote by October 16 at 9pm

Vote online at www.northcoast.coop/vote or return your ballot to the provided ballot boxes available in both store locations.

Be sure to fold your ballot in thirds along the guides to retain anonymity.

You can also put your properly folded ballot in an envelope and mail it to:

**Attn: Membership Coordinator
North Coast Co-op
811 I Street
Arcata, CA 95521**

Save a trip to the store by voting online at
www.northcoast.coop/vote



Scan to access online voting page.

2024 North Coast Co-op Election Guide

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October 16 at 9pm**

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