



Board of Directors Meeting Minutes

May 2, 2024 • 6 – 8pm

Arcata Community Center – Arts and Crafts Room

Present at meeting:

Board Members: Brenda Harper (President), Laura Jones (Director), Roger (Vice President), George WinterSun (Secretary), Mimi Smith (Employee Director)

Absent Board Members: Mike Connors (Treasurer), Ellis Smith (Employee Director)

Co-op Employees: Emily Walter, Sean Nolan, Jessica Correa

Member-owners: Nerissa, Casey

1. Welcome

The meeting was called to order at 6:02 by Brenda and introductions were made.

2. Agenda Review and Approval

Agenda approved by consensus.

3. Member Comment Period

- Mimi – People are disappointed by the deli price increases.
- Roger – A worker asked me about the worker survey and what’s happening with it.
- Brenda – Mike Connors wanted to know if the CX Survey information will be provided to the board.
 - o Sean – So far, the survey has been for operational improvements. I will see if there is a useful report that I can share.
- George – Have people settled down about the parking lot in Arcata?
 - o Sean – I still get periodic complaints. We have plans to get better directional arrows painted soon.

4. Approve April 2024 Board Minutes

<p>Motion: Approve the April 2024 board minutes. Approved by consensus.</p>
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5. Board Correspondence – reported by Brenda

None to address.

~~6. Guest Employee – reported by Sue Coulter~~

7. Bitcoin Presentation – reported by Nerissa

I’m dedicated to bringing information about Bitcoin into Humboldt County. Bitcoin is growing exponentially in acceptance of use but there is more growth to come. The money that we are using is broken and inflation is a real problem. Bitcoin is the solution to this problem because it’s a fixed supply and thus isn’t deflationary. Bitcoin is money and it’s a bank. It’s a bank in cyberspace that is unhackable. Bitcoin is secure because it’s completely decentralized. Bitcoin is technologically superior money compared to the money we have now. I wanted to be here today to share this information so that the Co-op is aware of the usefulness of Bitcoin.

8. Quarterly Strategic Plan Review – reported by Sean

We updated the Community Hub section with our plan for a membership drive during the month of June. We are nearing the end of the time span for this Strategic Plan. I don’t know if we’ll fully accomplish all the goals of this plan. Now is the time to start thinking about what items we will want to carry over into the next plan, or what items to add into the next plan.

- Brenda – Mike Connors had a question about educating the community about Co-ops.
 - o Sean – We haven’t focused energy on this. I’m not sure how exactly we educate the community about Co-ops. I have questions about how to accomplish this item.

- Roger – I thought there was an effort for people to have ways to reach out to the companies that carry plastic to ask them to stop using plastic. I thought this would be more prominent in the stores after it was brought up at Earth Action Committee meetings. This is my observation.

9. GM Report – reported by Sean

We had a good April Member Appreciation Month. Sales were slightly down compared to previous year which we think had to do with the different timing of Easter. Last week we had a plumbing emergency in Arcata and we had to close the store early a couple of nights. The Eureka store is hitting their targets and doing great. We have a Samplefest event coming up in Eureka in a couple of weeks. We are celebrating the recent upgrades we've completed at the store. There will be lots of free samples, special sales, giveaways etc. Our transfer switch for the Eureka generator has arrived. We had our 2nd Annual Zero Waste Market outside of the Arcata store in partnership with Zero Waste Humboldt.

- Roger – I was at this event and didn't think it went well. The time of day wasn't great, and the location wasn't as good as last year when it was right in front of the store. Also, I'm curious to know what percentage of the produce we sell is local.

10. Member Comment

- Brenda – I wanted to remind everyone of the Atalanta Race on Mother's Day that starts next to the Arcata Co-op.

11. New Business (items for next agenda):

- Finance Committee

Consensus reached to adjourn the May 2, 2024, meeting at 7:08 pm and move into Executive Session.

**North Coast Co-op
Board of Directors Executive Session Minutes
May 2, 2024**

Present at meeting:

Board Members: Brenda Harper (President), Laura Jones (Director), Roger (Vice President), Ellis Smith (Employee Director), George WinterSun (Secretary), Mimi Smith (Employee Director)

Absent Board Members: Mike Connors (Treasurer)

Co-op Employees: Sean Nolan

No reportable action.

AGREEMENT: Because the July Board meeting would fall on July 4, the Board decided to not have a July Board meeting unless something comes up that needs to be addressed.

Executive Session ended at 7:25pm

Minutes by Emily Walter