



Board of Directors Meeting Minutes September 5, 2024 • 6 – 8pm

Zoom

Present at meeting:

Board Members: Laura Jones (Director), Roger (Vice President), George WinterSun (Secretary), Mike Connors (Treasurer)

Absent Board Members: Brenda Harper (President), Mimi Smith (Employee Director)

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

Member-owners: Fhyre Phoenix, Kathleen Pelley

1. Welcome

The meeting was called to order at 6:03 by Roger and introductions were made.

2. Agenda Review and Approval

Agenda approved by consensus.

3. Member Comment Period

- Mike – I received a request from a member to have the ready to eat options in Arcata be topped up when going into the lunch and dinner hours.
- Roger – Staff at the Arcata store are not liking the music. Some wonder if we need to have music.

4. Approve Aug. 1, Aug. 14 and Aug. 21, 2024, Board Minutes

Motion: Approve the Aug. 1, Aug. 14 and Aug. 21, 2024, board minutes.
Approved by consensus.

5. Board Correspondence – reported by Roger

- A member contacted us about an issue at register in Eureka. Sean has responded and there is no need for further correspondence.
- We still get comments about middle east conflicts, mainly because we haven't taken a position.

6. Annual Membership Meeting – reported by Margaret

The meeting is happening Sunday, October 13. We'll hear from Sean and Brenda. Board candidates will be able to give a statement and there is time for questions. The Environmental Project Manager for the city of Eureka will be speaking about waste management and recycling in the area. We are planning fun giveaways, food and live music. There will be a bike valet and are planning for a low waste event.

- Mike – What happens if a board candidate can't attend the Annual Membership Meeting?
 - o Roger – We've never had a non-person way to be there. It's really an in-person opportunity. I suggest bringing this topic to a Nominating committee.

7. Finance Committee

Motion: Approve the Aug. 14 and Aug. 22, 2024, Finance committee minutes.
Approved by consensus.

Motion: Accept the fiscal year 2025 period 1 financials.
Approved by consensus.

8. Election Update – reported by Laura

Everything is moving forward with the elections.

- Roger – There was some confusion this year about how the applications should be completed, or what makes them complete. We should make sure the Nominating committee reviews this issue and update language to alleviate confusion.

9. Vacant Employee Board Seat

Ellis Smith has resigned from the board. Ellis was an employee director.

ACTION: Emily will propose a timeline to hold employee elections.

AGREEMENT: The employee elected by the employees will then be appointed by the Board.

10. Pre-Strategic Planning Process Update – reported by Emily

Recently four board members, Sean and I met to start discussing how the next strategic plan will be created. The current plan goes through 2025 and we need to start planning now the new strategic plan that will start January 2026. The group discussed having 2-3 board members, 2-3 staff and 2-3 members on an ad hoc Strategic Planning Committee. Members will start to be recruited at the Annual Membership Meeting. The Board will choose which members will serve on the committee at the November Board meeting. Board members will be decided by the board at the November Board meeting and Staff will designate who on staff will participate.

- Sean – We discussed having an interactive portion at AMM to get some initial member feedback and ideas for the SP committee. We plan to have some informational displays and show examples of strategic plans from other Co-ops to help get ideas brewing. We'll have some information on our current SP and have a voting system for members to show what of the current goals they like or want to continue focusing on. There will also be the ability for members to write their own ideas.

11. Quarterly Strategic Plan Update – reported by Sean

- Mike – Community Hub Seating Areas – Are there any activities planned to get membership more engaged with the greenhouse area in Arcata?
 - o Sean – Nothing planned at this time. It actually does get quite a bit of use throughout the day.
 - o Laura – I sit in there time to time with a coffee and a paper read.
- Mike – DEI Product Mix – Is there a particular ratio or benchmark in terms of making product mix that is significant?
 - o Sean – We don't have specific metrics as far as having certain ratios.
 - o Mike – I'm wondering if we are actively trying to carry specific DEI products.

ACTION: Sean will look further into this.
- Mike – Cooperative Economy (Support Cooperative Producers) – Are we doing anything to seek out cooperative producers?
 - o Sean – We don't have staff that are actively pursuing that right now. There isn't much as far as local options. Most of our efforts are through NCG to connect with cooperative producers.
- Mike – NCG Customer Experience Survey – Do you have data you can share with the board?
 - o Sean – We get quarterly data. We are currently tracking as average according to NCG. Since the start of the survey we've been able to improve areas that were showing up with issues. The feedback from the surveys has been really helpful.
- Mike – Sustainability – The social media post about using durables in the bulk department was great.
- Mike – Financial Viability – Creating SOPs – Are these finished?
 - o Sean - This is kind of an ongoing issues as SOPs are updated or added.

12. GM Report – reported by Sean

- The Arcata generator is all set up. When testing we found out that we need a higher gas pressure rate for full functionality. We are now in the process of making this happen and are making progress.
- Mike – Seeds for Change – Do we have expectations from those in the program, like they have to do social media posts, etc.?
 - o Emily – Yes. There is a list of expectation in the Seeds for Change application and I remind each recipient of those expectation.
 - o Fhyre – I think it would be great to have a tv screen in the hallway waiting for the bathroom that shows video of the good things the Co-op is involved with. It's a captive audience when people are waiting in line to use the restroom. An educational opportunity.

- Sean – If not in video, we might be able to put up some posters that show a broader view of all that the Co-op is doing.
- Mike – Do we know how many Cal Poly students used the coupons we handed out at Move-in day?
 - Sean – We don't have the data yet. I will try to include the data in the next report. We did give a lot of coupons out last year and didn't get many redeemed. So, we made some changes to the coupon this year.
- Mike – I like that there are new local producers being brought into the store.
- Mike – Do staff have to participate with the 401(k) program? There is information that more employees will be in a 401(k) program if they are automatically opted in. They still have the option of opting out.
 - Sean – Currently employees are given the choice to participate in the program.

13. Member Comment

- None.

14. New Business (items for next agenda):

- AMM
- Employee Elections Update

Consensus reached to adjourn the September 5, 2024, meeting at 7:23pm and move into Executive Session.

**North Coast Co-op
Board of Directors Executive Session Minutes
September 5, 2024**

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Absent Board Members: Brenda Harper (President), Mimi Smith (Employee Director)

Co-op Employees: Sean Nolan

No reportable action.

Executive Session ended at 7:25pm

Minutes by Emily Walter