



Board of Directors Meeting Minutes

June 12, 2025 • 6 – 8pm

Zoom

Present at meeting:

Board Members: Roger (President), Mike Connors (Treasurer), Brenda Harper, Elizabeth Gahm (Vice President/Employee Director), George WinterSun, Mimi Smith (Secretary/Employee Director), Layla Richardson

Absent Board Members:

Co-op Employees: Emily Walter, Sean Nolan, Kiya Villarreal

Member-owners: Kathleen Pelley

1. Welcome

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

2. Agenda Review and Approval

The agenda was reviewed.

3. Approve May 8, 2025 Board Minutes

May 8, 2025 board minutes approved by consensus.

4. Member Comment Period

- Mimi – A member suggested offering a 1-2% discount for those paying with cash.

5. Board Correspondence – reported by Lizzy

No member comments.

6. CA Cooperative Development Conference – reported by Mike & Layla

Mike and Layla shared pictures from their recent trip to the conference in Davis, CA.

- Mike – The majority of the conference was focused on non-grocery store co-ops. We visited the Davis Co-op. There were recipe cards available at their prepared foods. Signs with QR codes with recipes for sale items. Staff favorite signs with the picture of staff. There is a kids corner near the registers.
- Layla – The Davis Co-op was very clear with signs in the store about who is on the Board. There were a good amount of signs that talked about different products. This included displays about the farmers. I really enjoyed sessions where we got to work in groups.

7. Draft Strategic Plan – reported by Layla

The draft which includes three strategic goals, has been dispersed to the Board for approval so that staff can then complete the plan. In the past there were more goals, but this committee particularly wanted to have fewer goals and be more focused.

- Mike – There is a typo in #3. “As a desirable employer.”
- George – I’m not sure how we would measure some of the suggested measures.
 - o Mike – I agree with you. We were trying to create measures to meet our goals, but they are only suggestions, and staff will ultimately create the measures.
- Roger - It all looks like a lot of common sense and not much like actual goals. I look forward to seeing the completed plan from staff.

Motion: Approve the draft Strategic Goals and send them to staff to complete.

Approved by consensus.

NEXT STEPS: Staff will complete the Strategic Plan to present to the board at the August board meeting for approval.

8. Quarterly Review of Strategic Plan – reported by Sean

- Mike – who is on the CCF committee?
 - o Emily – The CCF committee was four members who submitted applications to volunteer on the committee. One member was on the committee the previous year, and one was on the committee two years ago. We accept up to five committee members.

ACTION: Sean/staff will include something at AMM about volunteering on the CCF grant committee.

9. Co-op Newsletter – reported by Roger

I'm going to try putting together a newsletter by myself. I feel we have a weak spot in our store relating to and communicating to the membership.

10. GM Report – reported by Sean

- UNFI, our largest distributor, had a cyber-attack which has shut down their system which means we can't place orders. The earliest we'll get our next shipment is Tuesday.

11. Member Comment

- Roger – I went to the Eureka store recently. The area around the outside of the store felt depressing. The bulk section inside was great. It reminded me of how spacious bulk in Arcata used to be.
- Layla – A friend told me they went to ENF and were so disappointed by the produce that they left and went to the Co-op instead.
 - o Kathleen – The mushrooms alone are amazing. Love the produce department.

12. New Business (items for next agenda):

- Roger – I will not be at the July board meeting. Lizzy will facilitate the meeting.

Agenda Items:

- Finance Committee

Consensus reached to adjourn the June 12, 2025, meeting at 6:54pm and move into Executive Session.

Minutes by Emily Walter

**North Coast Co-op
Board of Directors Executive Session Minutes
June 12, 2025**

Present at meeting:

Board Members: Roger (President), Mike Connors (Treasurer), Brenda Harper, Elizabeth Gahm (Vice President/Employee Director), George WinterSun, Mimi Smith (Secretary/Employee Director), Layla Richardson

Absent Board Members:

Co-op Employees: Sean Nolan

No reportable action.

Executive Session ended at 8:15pm