



## Member Action Committee (MAC)

Minutes – April 11, 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:** None

1. **Welcome:** At 5:33pm Mary Ella welcomed everyone, and introductions were made.

2. **Approve Minutes**

Consensus to approve the March 2018 meeting minutes as amended.

3. **Member Comments**

None

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

The event was nice, well attended and Mary Ella would like to attend the next one. People contributed food and other products for the students to take home with them. All students were entered in a raffle for items donated by local businesses. A couple of members from the Arcata City council were in attendance. It would be nice if the Co-op could donate a gift card in the future.

5. **Visions & Goals Input** – Reported by Laurie

The survey went out a week ago and we've already received over 60 surveys, most from in the stores, online and a few in the mail. A lot of feedback includes "keep up the good work." The most popular thing to focus on thus far is supporting local agriculture and local products. People want the highest quality at the best price.

The group discussed the prepared food trend.

If MAC wants to propose a member question for the next Co-op News they need to decide on a question at the May MAC meeting. Colin suggests asking members about prepared foods.

6. **Empowering Members** – Reported by Colin

Members come to the board or committee meetings with an idea and then they disappear because they don't understand how the process works and that it takes time. Is there a way to make it less bureaucratic?

The group discussed how to encourage members to have neighborhood dinners.

Another Co-op News member question could be, "would you like to be connected to other Co-op members in your neighborhood?"

- Laurie – suggested we could look at a regular feature in Co-op News that would highlight or suggest ways that members can connect to each other – not just regular events. Cheri – call it the Kiosk
- Laurie – we could start out with Co-op based ways for members to connect such as attending a Co-op tour then add other things as they developed. Marketing will start brainstorming about a possible Co-op News feature.

- Jules – talked about member volunteer programs. Colin shared information about the member volunteer program at the Sacramento Co-op.

What would volunteers do? The group volunteered ideas.

- Personal shopper
  - o What would it take as far as liability to implement a program like this?

ACTION: Jules will look into this.

- Have the Co-op participate in volunteer events/activities that other organizations coordinate and invite members to join (like Coastal Clean-up).
- Have a Co-op team help the food bank with gleaning (this could be a Co-op News question)
- Outreach/member tours
- Co-op dinners

The group agreed to create a list of ideas at the May MAC meeting for member engagement.

## **7. Agreements**

Next meeting: Wednesday, May 9, 5:30pm

## **8. Next Agenda Items**

- Co-op News member question
- Member engagement continued
- Visions & Goals input

## **9. Roles & Responsibilities**

Consensus reached that Cheri will facilitate the May meeting.

Mary Ella will report the MAC meeting at the May board meeting.

Consensus reached to adjourn the meeting at 6:32pm.

*Minutes by Emily Walter*