



## Member Action Committee (MAC)

Minutes – May 9, 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 5:36pm Cheri welcomed everyone, and introductions were made.
2. **Approve Minutes**  
Consensus to approve the April 2018 meeting minutes.
3. **Member Comments**  
None
4. **Visions & Goals Input** – Reported by Laurie  
This is the last week for people to submit surveys. We almost have 200 returned, with a goal of 250.
  - The group discussed some of the trends from the surveys thus far. They also discussed what questions are working well and which are not.
  - Members are highly interested in product selection. This is a good avenue to engage members.
  - Discussed missing seeing member comments in the Co-op News. It made members aware that they can write to the Co-op and get a response.
5. **Co-op News Member Questions** – Reported by Laurie  
The summer edition will feature BBQ, melon, how to use your own container in the store, and member meet up at Coastal Clean-up. The group brainstormed question ideas.
  - A question relating to prepared foods
  - How can the Co-op help connect you to other people through food?
  - How do you connect to the community through food?
  - Would you like to meet up with other members and glean?
  - How do you connect with other Co-op members outside of the store?
  - What ways would you like to connect with Co-op members outside of the store?

ACTION: Laurie will craft a question based on the last two lines.

Other misc. “co-op” ideas:

  - It was suggested to use the Arcata House commercial kitchen for cooking classes.
  - Take and bake food kits
  - “Meal tonight” – all ingredients in one place to make dinner
  - Fund for farmers, buy in and get whatever we have this week – CSA style
6. **Member Engagement Continued**
  - Personal shoppers are a popular idea for volunteering
  - Colin likes the idea of connecting neighbors, so that one can shop for the other, or shop with them. (members helping members)
  - Home delivery services are growing

- The co-op as a business will need to investigate delivery/online shopping options.
- We don't want to develop a volunteer delivery service. We want to establish relationships

#### **7. Agreements**

No recommendations to the board.

#### **8. Next Agenda Items**

- Member engagement continued
- How to reach out to not the usual crowd
- Business Partner Program (July)

#### **9. Roles & Responsibilities**

Consensus reached that Cheri will facilitate the June meeting.

Consensus reached to adjourn the meeting at 6:37pm.

*Minutes by Emily Walter*