



Member Action Committee (MAC)

Minutes – September 12, 2018

Ten Pin Building, Arcata

Present:

Board Members: Cheri Strong, Mary Ella Anderson, Colin Fiske, Leah Stamper, Robert Donovan

Member-Employees: Emily Walter, Laurie Talbert, Jules Katz

Members: Jacky Schuler, Roger

1. Welcome:

At 5:37pm Cheri welcomed everyone.

Cheri added an agenda item to discuss MAC meetings and possibly canceling them.

2. Approve Minutes

Consensus to approve the August 2018 meeting minutes.

3. Member Comments

- Jacky – after talking with Kiya and the Arcata Produce Manager I'm here because I'm trying to start a farm and would like to be able to sell to stores like the Co-op. The issue is that small farmers can't afford to be certified organic to sell in the stores. I'm wondering if there is way to have a section in the stores for selling local, non-sprayed produce such as herbs and lettuce.
- Colin - What is the barrier to getting locally produced non-certified produce in the store?
- Cheri mentioned talking to Alisha Hammer about this.

ACTION: Laurie will inform Alisha that Jacky will be contacting her.

4. Review of Purpose of the Member Action Committee

- Mary Ella – doesn't think members are actively participating with this committee.
- Jacky – I just found out about this meeting. It's less scary to attend than a board meeting.
- Colin – MAC was revived when there was a lot of controversy and a lot of members wanted their input heard. I would like more members participating on a regular basis.
- Laurie – agrees with Jacky that this meeting seems less intimidating than a board meeting.
- Mary Ella – the members that come to us are not participating in the committee. Members only attend one meeting.
- Colin – the committee does serve a purpose. It's better for things to come to MAC rather than going straight to the board without previous discussion.
- Jacky – I did hear some criticisms of this committee from another member who didn't feel there was much they could do through this committee.

From the MAC Charter

Purpose: The Member Action Committee will act as an advisory committee to the Board of Directors, taking on issues delegated by the Board, as well as providing an organized structure for members to come together, to communicate their ideas and concerns, and to influence North Coast Co-op policy and practice.

5. Member Engagement

This item is postponed.

6. Member Survey Question – reported by Laurie

The last question was “how do you connect with Co-op members outside the Co-op?” So far we have received 55+ responses and will continue collecting answers until the end of this month.

The group discussed different questions to ask pertaining to discounts but did not wordsmith a complete question.

ACTION: Marketing staff will work on getting a question ready for the Co-op News.

7. Annual Membership Meeting – reported by Laurie

This year's Annual Membership Meeting will be held October 21, 1-4pm at the Arcata Veterans Hall. It will be emceed by Roger and will include a presentation about the Strategic Plan, a meet and greet with candidates, and there will be a voting station. The theme is the 45th anniversary celebration. Food will be available 1-4pm, with no set meal time. There will be a new reusable Co-op bag given out to AMM member attendees.

Promotions for the event will start soon.

- Mary Ella – would like to know more the materials used in the new reusable bag.

8. Member Only Sales Coupon Distribution – reported by Laurie

A coupon is printed in each quarterly Co-op News. Coupon use has doubled so far this year compared to the previous year. Basket size is much higher when members are use their coupon. The problem is that some people get the Co-op News just to rip out the coupons and then throw the rest out without looking at it.

Laurie has come up with a paperless coupon solution. You will no longer have to cut the coupon out of the Co-op News. Members only have to tell the cashier that they'd like to use the coupon. We will go paperless in January.

- Colin – can the coupon be included in the summarized Co-op News email that gets sent out?

ACTION: Laurie will have the coupon included in the email.

9. Agreements

None

10. Next Agenda Items

Member Engagement

Diestel Turkey meat contaminates

Non-organic local produce

11. Roles & Responsibilities

Consensus reached that Jules will facilitate the October meeting.

Consensus reached to adjourn the meeting at 6:35pm.

Minutes by Emily Walter.