



Member Action Committee (MAC)

Minutes – November 13, 2019

Arcata Co-op Conference Room (upstairs), Arcata

Board Members: Cheri Strong, Kirsten Lindquist

Member-Employees: Emily Walter, Margaret Sataua, Joel Bradfield, Kiya Villarreal
Members:

1. **Welcome** - 5:36pm Margaret welcomed everyone.
Add agenda item for update on the draft member engagement plan following member comment.
2. **Approve Minutes** - Consensus to approve the September 2019 meeting minutes.
3. **Member Comments**
 - Been receiving lots of member love since the power outages.
 - Outside lighting in Arcata still isn't working.
 - o ACTION: Kiya will put in a maintenance request.
4. **Member Engagement Plan** – reported by Margaret
 - Evaluate different coupons and discounts we've offered and what are most valued to members. Offer the most valued more often with less variety.
 - Revamping the Business Partnership Program.
 - Instead of store tours Alex could make mini video clips of the different parts of the stores.
 - Expand dining areas
5. **Palm Done Right**

The company is not responsive to questions we have asked. They've included our logo on their literature even though we've asked to be removed and never agreed to have our logo on used by them in the first place.

ACTION: Kiya will draft a cease letter for management to sign and mail.
6. **Agenda Items for Next Meeting**
 - Co-op News Member Question
7. **Roles & Responsibilities**
 - Margaret will facilitate the next MAC meeting.

Next MAC meeting:

December 11, 5:30-6:30pm at the Arcata store.

Minutes by Emily Walter