



## Member Action Committee (MAC)

Minutes – January 23, 2025

Arcata Co-op Conference Room

**Board Members:** Roger, Brenda Harper

**Member-Employees:** Emily Walter, Margaret Sataua

**Members:** Joanne McGary, Holly S.

1. **Welcome** - 6:05pm Roger welcomed everyone.

2. **Member Comments**

None

3. **Instore Education**

- Roger – Pat Bitton says there are less cleaning products in the bulk section. She thinks it would also be good to educate people on how to make their own cleaning products using shelf talkers. I would like education about products that come in lots of plastic. If we told people this product creates a lot of plastic waste and include how they can contact companies to ask them to stop using plastic. I think in-store posting is a way to educate. Some places have posted about salt and sugar and people in those stores have started shopping differently. Do we start asking members to make signs to put in the stores? Why do we sell peanut butter that comes in plastic?
  - o Joanne – There is an entire refrigerator in Arcata with single use plastic containers. It would be great to have educational materials near items like that.

**ACTION:** Roger will talk with Sean to see if there is a way that members can be involved with creating educational signs in the stores.

- Brenda – 20 years ago things were run differently. We are now being told that things have changed. That we aren't the same store as 20 years ago and thus we can't do the same things we did 20 years ago.
- Joanne – I would like to see Arcata Co-op feeling less corporate. I call it the corporate co-op. We can't go all the way back, but some things existed back then that could be brought back that really did represent what a Co-op is. I want the people to think of the Co-op as a forward place to shop.
- Joanne – I would like to see the Arcata store try taking the three parking spots in front of the store and making them into bicycle parking. Maybe CTRP could be involved. We could add solar panels for charging ebikes. We could turn the current bike parking on the side of the store into more seating. I want to see Arcata stay ahead of the game as climate changes. I want to incentivize people doing things for the planet. I would like to help create carpooling on Senior Day that creates community and reduces people driving.

**Recommendation to the Board:** Ask staff to look into a test month for expanded bicycle parking in the three parking spots closest to the Arcata store. The month of May would be good during bike month.

#### 4. Member Newsletter

- Roger – Can we print articles to put in the racks at the front of the stores? I've talked with members that would like to see an improved Co-op newsletter.
- Holly – I want people to look forward to the Co-op News coming out.
- Joanne – What about working with the Northcoast Growers Association to have tabling at Farmers Market? Having members do this.
- Roger – I would like to see NCGA giving articles to us.
- Holly – I miss seeing member comments. I would like to see those in a printed newsletter.
- Holly – We should remind people about the Alternative Transportation Card.
- Roger – Do we want a quarterly newsletter?
- Holly – If we want the newsletter generated by members, it requires more members involved.

ACTION: Roger will talk to Sean about the possibility of a member-created newsletter. Would the Co-op be able to print it?

ACTION: Holly will contact Food For People to find out how much it costs to print their newsletter.

#### 5. Annual Membership Meeting (AMM)

- Roger – Pre covid this committee used to discuss and help with brainstorming ideas for the Annual Membership Meeting (AMM). I would like to see that happening again.
- Holly – I think AMM is all about the food. I like it when we can highlight products available at the store.
- Margaret – It would be good to have ideas brought to the February MAC meeting (location, food, guest speaker, etc.)

ACTION: Margaret will see if she can find out what the budget was for the 40<sup>th</sup> AMM.

#### Next MAC meeting:

February 27 at the Eureka Store at 6pm

Continue all agenda items.

Meeting Adjourned at 7:38pm

*Minutes by Emily Walter*