

## Campaigning Guidelines for Candidates

Candidates running for the Board of Directors can campaign during the election period (Oct. 2 - Oct. 24).

As a candidate, you are encouraged to campaign as little or as much as you feel is appropriate. The purpose of campaigning is to help the membership get to know you and why you are choosing to run for the Board of Directors. The more you campaign, the more member-owners vote!

Below are several options for campaigning. If you have other ideas that should be included, we would love to hear them. If you have questions about any of the information provided, contact the Nominating Committee by emailing [board@northcoast.coop](mailto:board@northcoast.coop) or by calling our Administrative Assistant at (707) 822-5947 ext. 236.

### Candidate Application

Your answers to the six questions on your application may be featured in the fall Co-op News. It may additionally be posted on our website and in stores.

### Election Kick-off Event – Oct. 6 Arts Alive in Eureka

Candidates are encouraged to attend the election kick-off event on October 6 at Arts Alive in Eureka, 6-9pm. Details about this event will be provided to all candidates.

### Tabling

Tabling at both the Arcata and Eureka store is encouraged. Tabling may occur at any time during normal store hours and should occur outside the store, weather permitting. The designated store front tabling area may be reserved in advance with Customer Service at the appropriate store. For Arcata: (707) 822-5947 and Eureka: (707) 443-6027. All other groups/individuals interested in utilizing the store front tabling area are on a first come, first served basis. If you have a reservation for the store front tabling area, groups interested in using that space during that time will be turned away. If you do not have a reservation and another group/individual is already using the storefront tabling area, Customer Service will work to find another suitable spot for you.

If the weather does not permit outside tabling, exceptions may be made to allow tabling activities inside the store buildings in predesignated areas. These areas cannot be within 15 feet of the ballot box or five feet of any entrances to the stores and cannot interfere with normal business operations. Customer Service can assist you in getting set up in the correct area.

The Co-op provides a table and two chairs for candidate use. Customer Service will locate these for you.

While tabling, candidates may provide voting materials but voters must carry their own ballot to the ballot box. Anything else is considered proxy voting and prohibited in our bylaws.

Since tabling is encouraged for all candidates, if an accommodation is needed please notify the Nominating Committee by contacting [board@northcoast.coop](mailto:board@northcoast.coop).

### Annual Membership Meeting

During the Annual Membership Meeting on October 21, candidates will have the opportunity to meet with members and address the membership in attendance as a whole. More information will be provided to candidates as details develop.

### Expectations for Candidates

Board candidates have the right to approach and meet member-owners – to “campaign” – in the Co-op stores and in the parking lots to discuss the board election and their candidacy for the board. However, candidates are expected to conduct themselves in a courteous, respectful manner toward member-owners, employees, and customers at all times. Candidates are expected to be mindful that not all people in the store at any given time will be interested in hearing their pitch. Candidates are encouraged to focus on direction, principles and vision, as these are the board’s primary areas of focus within the organization. If there are complaints from member-owners or customers about a candidate’s campaigning activities, the Nominating Committee will be informed. If necessary, the candidate will be restricted from further campaigning.

While campaigning can feel like serious business, we hope that you will enjoy your time getting to know other member-owners of the Co-op. Most of all, **have fun!** Thank you again for your interest in serving on North Coast Co-op’s Board of Directors.