



North Coast Co-op  
Member Action Committee (MAC) Minutes  
December 14, 2016 – Ten Pin Building, Arcata

MAC Members present:

Kristie Rikke (Member), Roger (Member), Colin Fiske (Board), Robert Donovan (Board), Christine Brockway (Employee), Brenda Harper (Member), Cheri Strong (Board and Employee), Nicole Chase (employee and Kala Eichamer (Employee)

At 6:00pm Kristie Rikke welcomed everyone, introductions were made and consensus process reviewed.

Review: Request to edit the November minutes and add Nicole Chase to attendance.

**Consensus to approve November meeting minutes.**

Member Comments: Nicole is working on a member only discount, beginning stages of planning right now. Possible offered quarterly and in the Coop news. She is also working on a Member Business Partner Program, which would provide discounts at local businesses for Coop members. Nicole would like to bring more members to MAC meetings. Discussion of coupon tracking, we will be able to look up redemption percentage. Roger would like to see incentives available at the register, currently there is a perception among members that there is little benefit to membership. Example of the senior discount (available to non-members), the move from member only prices has hurt membership. Colin emphasizes importance of focus on member control, ownership and community as perceived benefits. Idea to host member only events such as movie night or guest speaker. Nicole has started tabling at both stores each week, hopeful it will bring new people in. Christine thinks a giant sign posted as members leave the store could help boost attendance at meetings. Nicole will look into possibility of having meetings at the store. Colin wonders how the upcoming CAP program will influence membership.

Chemical Sensitivity: Report on fragrance survey: Kristie has been working on the survey and has made a spreadsheet. She has found five products with listed fragrance that did not contain ingredient. They are: Simply Green, Ajax, Bubbles Dish Soap, Earthworm Drain Cleaner, and Purex Fels-Naptha. Kristie will be working with Brenda to survey the Eureka store and present at next meeting. Discussion of what the next step will be. First priority will be to inform members of findings possibly in the coop news or a flyer in each store on the isle? It is important to have it available to shoppers in the store. Brenda mentions the difficulty of keeping informational items in the isles, posting in multiple locations is key. Kristie suggests a small label near price label would be ideal if possible. Products identified to contain or possibly contain synthetic fragrance will be identified to inform shoppers so that they can make their own decision. Colin adds that fragrance on a label can be natural or synthetic, as some companies choose not to reveal their trade secret. Could we carry a fragrance free bulk Bubbles soap? Nicole will inquire with the Bubbles company if it would be possible and report at the next meeting. Discussion of product placement, does the coop allow vendors to pay for prime shelf space? Not likely. After fragrance survey is complete, Nicole could add an article to the coop news.

Cannabis and the Coop. Discussion included: Review of topic discussion at board meeting. Colin has researched further and we could not have the licensed to sell both alcohol and cannabis even if we had multiple locations. It is not likely that we will stop selling alcohol anytime soon as it is a big money maker.

Durable Goods Bank: This item was referred to MAC by the board, discussion included: Colin brings the group up to speed on the subject. This was discussed by EAC originally. The bag depository could be outside the store, with a sign emphasizing “clean bags only”. We currently use boxes without knowing where they have been. A sign and hooks would be simple to install. Discussion of problem of dirty bags, how

would it be dealt with. The coop does not have the resources to launder them, who would be responsible for washing them. Question of whether people will bring the bags back. The health department would need to be contacted to ask about any potential health code violations.

Consensus to move forward with a trial in the Arcata store, start with a volunteer to monitor the area. Brenda will check on it when she is in the store. Nicole will request hooks from maintenance and signs from graphics. Roger and Brenda will help install if necessary.

Agenda Items for next meeting: Reviewed potential agenda items and prioritized as follows:

1. Chemical Sensitivity
2. Bag Bank check in

Closing Comments:

Nicole will look into getting large signs made for the exits at the stores.

Discussion of the potential to increase attendance at MAC meetings by holding the monthly meeting at a different time, it would be difficult to find a good alternative. A pre-meeting potluck could attract families, emphasis that kids are welcome. The eat local potluck was very popular but stopped because staff could not support it any longer. MAC could possibly facilitate organizing a similar event.

Review Roles & Responsibilities: Consensus reached that Nicole Chase will be facilitator for the January meeting and Roger will be reporter for the January board meeting.

Next meeting: Wednesday, January 11 from 6-7pm at the Ten Pin Building Mezzanine in Arcata.

**Consensus reached to adjourn the meeting at 7:12pm**

<u>Committee Recommendations:</u>
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Minutes by Kala Eichamer