



North Coast Co-op
Member Action Committee (MAC) Minutes
December 14, 2015 –Co-op Community Kitchen, Arcata

MAC Members present:

MaryElla Anderson, Melanie Bettenhausen (Marketing & Membership Director & MAC staff liaison), Colin Fiske, Roger, Cheri Strong (Board & Employee), and Bella Waters (Membership Coordinator & Notetaker).

At 6:00pm Mary Ella Anderson welcomed everyone and asked if anyone needed to review the consensus process.

Member Comments:

- Melanie. Keep in mind any questions for the February Co-op News.
- Roger. Would like to discuss what happened at the Board meeting and a plan to appoint board members. Colin updated the group on what the Board's plan is. New board members will be able to participate in Board Retreat at end of March. Everyone is encouraged to let people know about the appointment process and to consider submitting a letter of interest.

LIME. Discussion included:

- Colin drafted the status report to track agreements and would like to have agreements on a few other pieces, but some pieces should wait until there's more MAC members in attendance. He and Mary Ella will be meeting with Headstart parents at the end of January and he'll be meeting with a few staff members from Open Door Clinic who have a focus in nutrition.
- Roger noted that the proposal needs to be well presented as most of the people he's talked to about this aren't in agreement for this type of program. They feel there's other things the co-op should be focused on.
- The difference between sponsorships, donations and CCF grants were discussed.
- Options to fund the program discussed: Donate your Discount, increase sales from the program participants, or CCF grant.
- Need to explain the bigger picture for the program – opening up the store and governance to more people who can't afford to shop or be a member. Potential objective to increase the number of low income demographic members.
- Important to include current members who may qualify for the program. Will determine later how the application process works – first come first serve or by application deadline.
- **Consensus reached that the pilot program will not exceed 50 people, new or existing members.**
- **Consensus reached that the LIME program pilot duration is one year.**
- Group in agreement to survey people for evaluation/assessment of the program. In Colin's proposal the Board was included to participate in the assessment as it may be up to the board to renew the program. Further details will be worked on later.
- **Consensus reached that LIME applicants would be expected to participate in interviews or surveys at six and twelve months. Consensus reached that staff will be included in the LIME assessment process.**
- Melanie suggested that staff be included in the development process before the proposal is sent to the board. The Committee agreed that MAC members can talk to employees about the program and get their feedback, plus invite them to the next MAC meeting. Once there are tentative agreements on more points they'll do something more formal through Melanie for feedback.

Review. No recommendations were made for MAC from December board meeting. **Consensus reached on approval of the minutes from November meeting with Roger's amended statement "...equal consideration between board and non-board members..."**

Member Handbook. Discussion included:

- Edits from last month were not included. Suggested a subcommittee to review the manual.
- Originally intended to send manual to all members but now only going to give to new members and have available for current members to pick up if interested.
- Committee found the history, cooperative idea concept, benefits of membership and responsibilities important but the rest is not necessary. Could make separate documents of some materials.
- Roger will provide his notes to staff and they'll review the next draft with MAC in January.

Bulk. Discussion included:

- Challenge of bulk pricing due to vendors or different product available in bulk vs individual package.
- Include a sign on individual products that the same product is available in bulk.
- More education is needed for explaining why bulk may be more than packaged products. Melanie noted that ZeroWaste's Packaging audit suggested putting pressure on vendors to change their packaging and could pressure UNFI to offer more bulk options. Also include having more bulk options at a lower price as a step in an upcoming operational plan.
- **Consensus reached on the MAC recommending that the Board request the General Manager address the bulk pricing issues in the next operational plan.**
- **Consensus reached that Roger and Cheri will work on an article about why bulk prices are sometimes higher than packaged products.**

Member Outreach/Involvement. Discussion included:

- Volunteer opportunities tabled until January meeting
- Melanie updated the group on staff's decision to postpone a membership drive. Materials won't be ready by February and capacity is a current issue. Topic will be added to agenda as a floating item.

Next Agenda. Reviewed potential agenda items as follows:

- LIME
- Volunteer proposals
- Member handbook feedback

Roles & Responsibilities: **Consensus reached that Cheri Strong will be facilitator for January meeting and Roger will be reporter at January Board meeting.**

Next meeting: Wednesday, January 13 from 6-8pm at the Co-op Community Kitchen, Arcata

Consensus reached to adjourn the meeting at 8:04pm

Minutes by Bella Waters

Recommendations for Board: MAC recommends that the Board request the General Manager address the bulk pricing issues in the next operational plan.