



North Coast Co-op  
Member Action Committee (MAC) Minutes  
January 13 2016 –Co-op Community Kitchen, Arcata

MAC Members present:

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

At 6:10pm Cheri Strong welcomed everyone and asked if anyone needed to review the consensus process.

Member Comments:

- MaryElla. Would like a reasonable answer to explain to others why the decreased senior discount. Melanie reported that when the Member Appreciation Day was changed so members could use the 10% discount any day more people were able to use the discount and the co-op couldn't continue to afford it. Management made the decision and the Board signed off on lowering the member discount, as well as the senior discount to 5% as it didn't seem right to have a higher discount for a particular demographic population than the membership. Committee members have also heard a lot of people talking about this and with competition moving into McKinleyville is the Co-op losing money by not having the same senior discount as other stores? Melanie noted the timing may be good to have the conversation, especially since accounting reports can break down the different discounts. She'll aim to bring it up at the Management Team meeting on January 26<sup>th</sup> and hopefully have information for the next MAC meeting.

Review. No recommendations from Board as their meeting is tomorrow. Cheri reported that she and Roger have talked with Interim General Manager Ron Sharp about bulk pricing and Ron noted that bulk pricing will be part of the next price comparison. Important to identify bulk items and make sure the packaged items are the same.

**Consensus reached on approval of the minutes from December meeting.**

LIME. Discussion included:

- Colin updated the group on his discussion with Open Door. They are happy to refer people to the program, may partner with the co-op if they receive a specific grant, suggested a sliding scale for membership, discussed discount vs direct cash assistance.
- Humboldt Area Foundation was giving residents of Serenity Inn gift certificates to WinCo.
- Potential names discussed: Cooperative Access Program, Co-op Community Assistance, Healthy Food For All, Accessing Healthy Food, Co-op Community Access, Co-op Community Nutritional Access, Co-op Access Program. Committee will mull over Co-op Access Program (CAP) as the name since the program will provide access to membership, food, and potentially other services.
- Discussed formally incorporating education into the recommendation and decided to use the educational materials already created in the CAP materials (Co+op Basics information, recipes, etc.)
- Further information on our POS system is needed – Bella will follow-up with IT on discount and cap capabilities.
- Options for paying for the program were discussed and no final decisions made. Conversation will continue in February. Colin will update the status report and will organize a suggestion for how the CAP can pay for itself with the background information from shopper survey and county information so the MAC is not making projections but providing information for explaining the reasoning.

Member Handbook. Committee very pleased with new handbook. Discussion included:

- Next steps: staff incorporate feedback from committee, work on readability and feasibility of the prototype. Final proof will go to Management Team.
- Staff will research environmental concerns: recyclability, toxicity of inks, compost ability of paper, etc.
- Cheri asked about the member question that arose during the Annual Membership Meeting regarding the revised bylaw sections and lack of quorum. Bella noted that the revised bylaw section election had a quorum in 2012 but the 2013 election did not reach a quorum. The member had the lack of quorum year confused.

Member Outreach/Involvement. Discussion included:

- Cheri volunteered to contact John Fromm, the Co-op's Union rep, to discuss the proposal.
- Challenging to know where to draw the line between what a volunteer job could be vs. what an employee job duty should be. (ex. Labels not being put up because staff are too busy). Committee agrees that any task which is part of a paid employee's job description is off limits. Would that include representing the Co-op at events or tabling?
- Managing volunteers is more challenging than managing employees.
- Need more information on insurance requirements, liability, etc.

Next Agenda. Reviewed potential agenda items as follows:

- Co-op Access Program
- Member handbook update on recyclability
- Volunteer Program Proposal
- Annual Membership Meeting

Roles & Responsibilities: **Consensus reached that Jeremy Cotton will be facilitator for February meeting.**

Next meeting: Wednesday, February 10 from 6-8pm at the Co-op Community Kitchen, Eureka

**Consensus reached to adjourn the meeting at 8:04pm**

Minutes by Bella Waters

**Recommendations for Board: no recommendations**