



North Coast Co-op
Member Action Committee (MAC) Minutes
February 10, 2016 –Co-op Community Kitchen, Eureka

MAC Members present:

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

*via teleconference

At 6:07pm Jeremy Cotton welcomed everyone, introductions were made and reviewed the consensus process.

Member Comments:

- Roger. Regarding board discussion on surveying members about receiving the Co-op News via mail or email, suggests having the email to sign up for paperless Co-op News at registers. Cashiers can then ask members if they'd like to go paperless and if so, cashiers can give them the email address. Roger will follow up with Ron on the idea.

Review. **Consensus reached to postpone volunteer program and discount discussion until Ron Sharp is present. Consensus reached on approval of the minutes from January meeting.**

CAP. Discussion included:

- Mary Ella asked for question on the report she drafted from the meeting with parents at CR. Some members surprised that Wildberries does not take WIC or EBT. Second time receiving negative feedback on how WIC is handled in our stores. There could be a pricing/technical issue between stores that should be checked. Some cashiers in Arcata close the line behind WIC customers to prevent potential frustration.
- No final decisions were made on if CAP could be stacked with 5% member discount or payment plan options.
- Ed noted that there's not a current way to track monthly spending and turn off discount. That will need to be researched. Committee prefers having that system automated rather than looking up the balance each time someone is shopping.
- WIC wasn't originally included in proposal as the input from other organizations was CalFresh eligibility should cover most of the population the Co-op is aiming for. Committee discussed the differences between CalFresh, WIC, difference between being qualified and being on CalFresh. Committee would like to add WIC to the eligibility criteria.
- Committee hasn't specified how the 50 participants will be selected, could be an operational decision.
- Colin will update status report before March board packet.
- **Consensus reached to recommend that the Board review CAP proposal, amended by Colin, and ask the General Manager to bring to Management Team for feasibility.**

Member Handbook. Staff looking into vendors and reducing price obstacle by going with a color cover and black and white insides. Whatever paper and ink is used will be printed on the booklet. An additional page or two has been added on how members can get involved in the Co-op, which will be turned into a web page as well.

Member Outreach/Involvement. **Tabled until Ron Sharp is available to attend MAC meeting.**

Annual Membership Meeting. Discussion included:

- Appreciate the open space discussion forum, but need follow-up. Staff will send out the discussion notes to MAC so they can review at the March meeting.
- Policies and Procedures Committee, in addition to Nominating Committee, are discussing ways to reconcile the technical issues that occurred during the 2015 meeting.
- Melanie talked about a showing of Food for Change film at meeting or a separate showing.
- Discussion to be continued at March meeting.

Next Agenda. Reviewed potential agenda items and prioritized as follows:

- Volunteer Program Proposal and discounts with Ron Sharp
- 2015 Annual Membership Meeting group notes
- Annual Membership Meeting theme, venue, etc.
- Extra time for Member Comments

Committee reached consensus to add WIC to the CAP eligibility criteria.

Roles & Responsibilities: **Consensus reached that Mary Ella Anderson will be facilitator for March meeting and Roger will be facilitator for March board meeting.**

Check In. Nice to have input from new member, and see increase in staff attendance. Appreciation for the group and work being done. As a diabetic from a large, low-income family, excited to be here.

Next meeting: Wednesday, March 9 from 6-8pm at the Co-op Community Kitchen, Arcata

Consensus reached to adjourn the meeting at 7:45pm

Minutes by Bella Waters

Recommendations for Board: Recommend that the Board review CAP proposal, amended by Colin, and ask the General Manager to bring to Management Team for feasibility.