



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

MAC Members present:

Mary Ella Anderson (Board), Christine Brockway (Employee), Jeremy Cotton (Board & Employee), Colin Fiske (Board), Roger, Walt Paniak, Leila Roberts, Diane Ryerson, Cheri Strong (Board & Employee), Kiya Villarreal (Employee & Notetaker) and Bella Waters (Membership Coordinator).

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

Consensus reached on approval of the minutes from March meeting with the change of “discount” to “discussion” in Senior Discount section. Draft agenda for Annual Membership Meeting should change from “2015” to “2016”.

Member Comments:

- Leila Roberts. Asked for Driscoll’s berries boycott to be endorsed by the MAC committee and be brought to the Board for approval. Families United for Justice organization is calling for a strike to resolve worker conditions on Driscoll’s supplier Sakuma Brothers Farms in Washington. Farmers United for Justice is standing in solidarity with another organization, The Alliance (La Allincia) in Mexico.
- Diane Paniak and Walt Paniak both stress that participating in the boycott is more important than screening the source of berries to just not buy from Sakuma Brothers Farms. Hagaan Daz’s (owned by Nestle) berry ice creams should also be pulled from shelves if the Board agrees to boycott.

Consensus reached to add Driscoll’s berries boycott to today’s agenda.

Review: Outcomes for Driscoll’s berries to be achieved, approval of minutes upon corrections, and continue an ongoing membership meeting discussion.

Driscoll’s Berries Boycott.

- Co-op obtains strawberries from Earl’s organics, and as a Co-op we decide what we chose to sell and not sell, so a boycott of Driscoll’s Berries would not interfere with any NAFTA (North American Free Trade Agreement) regulations.
- There has not been any Co-op boycotts in recent memory. The method of dissemination of information via tabling efforts, pamphlets, and Newsletters has been sufficient thus far as actions outside of a Board vote for a boycott.
- Leila addressed the point of being a Co-op and advocating for fair-contract for workers is a reason to formally boycott. A written proposal to clarify the expectations of outcomes for this boycott is needed as a ‘fact sheet’. Lela will put information in the newsletter, make a formal expectations and facts sheet, and will also ensure a speaker for this cause is present at the next board meeting.
- The carbon footprint of the frozen berries is of reoccurring concern.

Consensus made to recommend this discussion to the Board level contingent on a written proposal of a clear expectations and a fact sheet present.

2016 Annual Membership Meeting. Discussion included:

- The Eureka Inn venue is not favored; alcohol service is not an option and there is a time conflict with their kitchen.
- Azalea Hall in McKinleyville is a better option; alcohol could be provided and table service (utensils, cups, etc.) is available. Bus service may be available too, and should be encouraged.
- Committee would like the Board to hold an October board meeting, separate from the Annual Membership Meeting.
Consensus reached to recommend that the Board add a separate board meeting in October.
- **Consensus reached on general approval of Annual Membership Meeting agenda and would like to keep discussion on future MAC meeting agendas.**

Ambassador Program. Discussion included: Allotted time expired-moved to the next MAC meeting agenda.

Stacking Senior Discount. Ron reviewed the financial document he provided to the committee. Discussion included: Stacking the 5% senior discount with 5% member discount. Ron will check with Jason on logistics of performing the stacking at the register. General plan is seniors could pick **any** day, including Tuesdays, to use member discount. **Consensus reached to recommend that the concept of stacking discounts for senior member-owners be brought to Board for approval and recommendation to General Manager.**

Co-op Access Program (CAP). Management team discussed the program and recommends needs more clarification. No recommendation made because this is a matter directly for the Board.

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

1. Board meeting follow-up to include Driscoll's Boycott news
2. Annual Membership Meeting Check-in
3. Ambassador Program
4. Membership drive
5. Advertising for MAC meetings. Bella will research register screen process.

Roles & Responsibilities: **Consensus reached that Jeremy will be facilitator for May meeting and Roger will be reporter for May board meeting.**

Check In. Recommendations reviewed.

Next meeting: Wednesday, May 11 from 6-8pm at the Co-op Community Kitchen, Arcata

Consensus reached to adjourn the meeting at 7:52 pm

Minutes by Kiya Villarreal

Recommendations for Board:

1. MAC move to bring Driscoll's Boycott discussion to Board, with specific ask and supplier info
2. The Board hold regular Board meeting October 2016
3. Stacking discounts for senior Member-Owners be brought to Board for approval to recommend to General Manager.