



North Coast Co-op
Member Action Committee (MAC) Minutes
May 11, 2016 –Co-op Community Kitchen, Arcata

MAC Members present:

Mary Ella Anderson (Board), Christine Brockway (Employee), Roger, Brenda Harper, Cheri Strong (Board & Employee), and Melanie Bettenhausen (Employee)

At 6:05pm Christine Brockway welcomed everyone, introductions were made and consensus process reviewed.

Consensus reached on approval of the minutes from April meeting.

Member Comments:

- Mary Ella. Discouraged that no new members or employees are coming to MAC meetings. Members might think everything is fine and they don't need to participate. Only come if there is an issue, like raw milk or berry boycott.
- Are employees avoiding the politics, fearful of jobs?
- Tabling needs to happen to educate people on Co-op activities and committee meetings.
- Possible incentive for members could be a gift after attending 3 meetings.
- Some members don't understand benefits of Co-op and don't see it as a co-op anymore.

Review: No changes to agenda or recommendations from the board. Discussion included: Driscoll boycott advocates need to do more work around coming up with information, tabling, etc. Staff still needs to put up signage about boycott. Melanie will ask Bella for the email from the boycott group that contains the info. Zero Waste presenter Maureen suggested that less food waste is generated if you shop several times a week, but membership discount structured around one big shop per month.

2016 Annual Membership Meeting. Discussion included: Alcohol served? Alcohol can be a draw and we have local products and Co-op label to promote. Should we have music? Maybe a live trio or a youth group. Ask member musicians like Lyndsey Battle, Joanne Rand, Howdy Emerson. What is the draw (GM?) How many people do we anticipate? **Consensus reached to have Annual Membership Meeting on agenda for June with update from staff regarding alcohol and music.**

Ambassador Program. Discussion included: **Consensus to table until Colin returns in June**

Membership Drive. Discussion included: Melanie updated about shifting timelines, investment drive, remodel, etc. New investment drive anticipated in August with membership drive anticipated in January 2017. **Consensus reached to put Membership Drive back under floating topics.**

Publication Ideas. Discussion included: Announcements on register screens. Take a photo of committee members holding signs saying "Get Involved in your Co-op" at next MAC meeting. **Consensus reached that committee members will be in the photo.** Photo can be used on social media, register screens and elsewhere. Create a slip of paper with meeting dates and times and purpose (pulled from charter) with invite. Share agenda. Brenda and Mary Ella will table at the stores.

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

- 1) Update on tabling for MAC meeting
- 2) Update on Annual Membership Meeting
- 3) Ambassador and Owner Worker programs [give additional time]
- 4) Advocacy--Raw Milk or Driscoll Boycott [if people show up from these groups].

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

Check In. Would like to have new members at MAC. Next meeting: Wednesday, June 8 from 6-8pm at the Co-op Community Kitchen, Eureka

Consensus reached to adjourn the meeting at 7:20 pm

Minutes by Melanie Bettenhausen

Recommendations for Board: no recommendations