



North Coast Co-op
Member Action Committee (MAC) Minutes
June 8 –Co-op Community Kitchen, Eureka

MAC Members present:

Mary Ella Anderson (Board), Ellie Christensen (Employee & Notetaker), Colin Fiske, Roger, Brenda Harper, Cheri Strong (Board & Employee), and Bella Waters (Employee)

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

Consensus reached on approval of the minutes from May meeting.

Review: No changes to agenda or recommendations for the board.

Member Comments.

Roger asked Cheri 'Because we want to get more people come to meetings, and you (Cheryl) are the only employee here. As best as you can guess would employees feel like if they made comments here or a board meeting that managers disagree with, that it could be a risky thing to do? Cheri addressed the question, saying potentially, but more than anything else it could be just that they have a life. It's not a yes, but it's possible.

Two of the members expressed having had experiences directly with employees and managers in which they were given the impression that employees were intimidated to speak out.

Cheri-Even though people are not coming they are tuned in. The tone is wait and see.

Mac Promotion: Discussion Included: Brenda and Mary Ella haven't found time to table yet but will before the next MAC meeting. Co-op has tables that can be used for tabling and signs from tonight's photo can be used. Unclear if tabling at Farmer's Market is only for non-profits, which the Co-op is not. By the next MAC meeting the photo taken tonight will be up on the SMS screens.

Assignments: Brenda and Mary Ellen will coordinate to begin tabling.

2016 Annual Membership Meeting. Discussion included: Beer and wine will be offered and the musicians will be compensated with a gift card or some such co-op perk. Many of these musicians are more than one person, something to consider. Music will be at the beginning and at the end. Current plan is for the hallway to be the candidate meet & greet and bylaw review with music in the main hall.

Ambassador Program. Discussion included: It allows for member to sign up to voluntarily work 6 hour a month and when they work those 6 hours they get an additional 10% discount on their purchases. They wear a different uniform than the staff and they participate in a three-hour training. Sacramento does have a union and they haven't had any issues with the program and the union (not the same union that we have) and they employ someone within the co-op to manage the program. They have a lot of buy in for the owner-worker program but not as much with the ambassador program. The Ambassador Program is a part of the Owner/ Worker Program which basically says you can get some of your volunteer hour by going to another group and giving a presentation about co-ops.

Brenda commented we need people in the stores who can give information about our co-op, what a co-op is, why we are different, and just help with customer service when employees are busy at the registers or with other work. There are times of day when even customer service is so busy you can't find someone to ask a question of.

Further communication and information sharing regarding this program is needed with the board, the managers and the union.

Colin will pursue the question of whether we can or cannot have an Owner-Worker and/or Ambassador Program in our North Coast Cooperative structure with Ron.

Advocacy. Discussion included:

Driscoll boycott was endorsed by the board at the June 2nd, 2016 meeting.

Currently Ron did send out an email to coordinate a plan of action for the North Coast Co-op. Staff did update the policy on the website and have said that the board has supported the boycott. Staff is waiting for Melanie to return to move forward in the stores.

Ron did send a letter to Driscoll, Haagen Dazs and Sakuma Brothers.

MAC will hold off on a recommendation until Marketing and Management have a chance to make internal decisions.

Assignments: Mary Ellen will email the boycott committee (boycottcoordination@gmail.com) and we will hold off on specific recommendations until we hear back from the committee.

The raw milk topic will be in the July board packet after the member survey from the June Co-op News is gathered.

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

Speaker program - Series @ 10 Pin in lue of cooking classes. Might inspire more attendance. Patty Clery would like to come to the MAC and present on Multiple Chemical Sensitivity. Cheri will follow up with her for the August meeting.

Tabling Update

Member Volunteer Program Update

Driscoll Update

Closing comments: Committee thanked Alenya for the photos and agreed to make next MAC meeting an hour.

Roles & Responsibilities: **Consensus reached that Mary Ellen will be facilitator for July meeting and Colin will be reporter for July board meeting.**

Check In. Come with BIG ideas - BIG is tomorrow from 6-8 in Arcata. Would like to have new members at MAC.
Next meeting: Wednesday, July 13 from 6-8pm at the Co-op Community Kitchen, Arcata

Consensus reached to adjourn the meeting at 7:00 pm

Minutes by Ellie Christensen

Recommendations for Board: no recommendations