



North Coast Co-op
Member Action Committee (MAC) Minutes
October 12, 2016 – Ten Pin Building, Arcata

Present at Meeting:

Mary Ella Anderson (Board), Roger (Member), Christine Brockway (Employee), Colin Fiske (Board), Ed Smith (board and employee), Jolie Harvey (Employee), Cheri Strong (Board and Employee), Kala Eichamer (employee) and Kiya Villarreal (Employee)

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

Member Comments.

The Restif presentation has been postponed to November. We should use this opportunity to publicize it more, especially in our newsletter and in North Coast Journal.

Fair Share membership status "as determined from time to time by the Board of Directors" are you always a fair share member? The Board sets the fair share amount; it is not however defined in the bylaws. Fair share is referenced in bylaws but not defined. The proposed sections adds a definition as we use it (check newsletter/mailer).

How many Senior discounts go to members? September: 3422 senior discounts non-members \$1400. 2411 senior members \$5,500. So about 80% members -20% non-members by dollars. 70% by dollars are members. We haven't officially announced the senior/member discount stacking due to technical issues with the point of sale system. We have a low percentage on non-member seniors taking advantage on senior discount, why? Why aren't there more. Either they don't know it is senior day or because non-member seniors come in on any day vs. members that shop on Tuesday. Senior discount numbers have been a hot topic lately. Consensus to leave this discussion in comments.

Review:

Minutes: **Consensus to approve September meeting minutes.**

Board Review:

Chemical Sensitivity. Discussion included:

1. Fragrance Sensitivity: Board sent back to MAC for volunteers to survey the store and run a count for laundry products with synthetic-fragrance and synthetic fragrance-free. There will be an article inviting people who have an interest to attend November MAC meeting where there will be a presentation. Possibly a meeting further in the future than November.
2. Request HR to review fragrance policy: referred to MAC for further discussion. Fragrance policy is mentioned in employee handbook. In intake process, new employees are being informed to avoid fragranced products.
3. Could the handbook use an amendment to the fragrance policy if it leaves a strong residual scent?
4. Any HR policy amendments should focus on strong added scents and chemically derived scents. Issue could be split into HR policy and what we sell in the store (avoiding petrochemical products).

Next Steps: Add to Agenda for next meeting. Review responses from newsletter. Ask Cassie about posting on FB about MAC

Radio Print PSA: Discussion included:

Cassie recommended using the SMS screens in the store for promoting attendance of committee meetings. Mentioned that often the shoppers overlook the screens as they are focused on getting through the check out line.

KGOE Organic Conversations Show and KHSU (we are underwriters) could we use some of the airtime we already have? We could add Board and Committee meetings to the calendar in the North Coast Journal. Do we advertise in the Lumberjack? KHSU ad time could it be re-appropriated for another co-op use, effective advertising is about the co-op. Maybe an interview with Board or Committee members on KHSU Homepage show? Could increase public awareness.

Do you have to be a member to attend committee meetings? Not clear if non members are welcome to attend. Hasn't been an issue as we do not have high attendance at meetings.

Agenda Items for next meeting: Reviewed potential agenda items and prioritized as follows:

1. Guest Speaker- Restif
2. Board Review
3. Chemical Sensitivity Newsletter Response
4. Developing HR Amendment (Ed & Christine)
5. Annual Membership Review

Review Roles & Responsibilities: Consensus reached that Mary Ella will be facilitator for November meeting and Kala will take the minutes.

Next meeting: Wednesday, November 9 from 6-7pm at the Ten Pin Building Mezzanine in Arcata.

Consensus reached to adjourn the meeting at 7:05 pm

<u>Committee Recommendations:</u>
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Minutes by Kala Eichamer