



**North Coast Co-op
Member Action Committee (MAC) Minutes
July 12, 2017 – Ten Pin Building, Arcata**

MAC Members present: Cheri Strong, Colin Fiske, Mary Ella Anderson

Member-Employees present: Nicole Chase, Emily Walter, Kiya Villarreal, Laurie Talbert

Members present: None

1. **Welcome:** At 5:32 Kiya welcomed everyone, introductions were made and consensus process reviewed.
2. **Review:** Consensus to approve June 14, 2017 meeting minutes.
3. **Member Comments:** Kiya shared how the cooling systems in both stores are being looked at by a professional refrigeration company for preventative measures. They are adding more sensors to alert employees to parts of the system that need attention and are brainstorming ideas to reduce energy use. Kiya mentioned installing plastic curtains. Mary Ella is concerned about the recyclability of plastic curtains. Colin mentioned that if there aren't alternatives to plastic then we should invest in high quality material that will last a long time.

ACTION: Kiya will research the most sustainable material for curtains.

4. **Movie Night:** Nic looked into showing the Food for Change movie about Co-ops which would cost \$150 to show. The group isn't fully sold on showing Food for change and reviewed a list of other possible movies that Nic provided. Nic suggest choosing a movie that is Co-op related since this showing will be in-line with the elections.
 - Kiya mentioned a movie called Food Stamped.
 - Colin suggested showing Food Stamped following the anniversary of the CAP program, which could be reported on following the showing.
 - The group decided that the film, Grazers, is a good combination of a film about Co-ops and food.
 - Cheri suggest reviewing the film before making final decision.

ACTION: Kiya will review Grazers.

ACTION: Nic will look into screening Queen of the Sun and Food Stamped for future Movie Nights.

5. Annual Membership Meeting:

ACTION: Nic is creating a timeline for the event.

- The group discussed calling the event something other than a “meeting” to sound more enticing and get more members to attend. Ideas included “Annual Membership Gathering & Membership Meeting,” or “Membership Appreciation and Annual Meeting.”
- Mary Ella is concerned that this is not just about having a party but about having a meeting.
- Colin believes the purpose of attracting a big turn-out is to engage members
- Nic – is brainstorming how to get more people to attend
 - o Colin would like to see ways of appreciating members and producers and celebrating individuals
 - o Mary Ella – be careful/criteria for choosing who is recognized or awarded at the meeting
 - o Pierce Family Farms – the longest farmer
 - o Cheri thinks each farmer should get some Co-op schwag (perhaps baseball caps that say, “I Farm for the CO-OP.”)

- Emily mentioned advertising that a particular farm or person is being recognized could bring more people to the event. Any advertisement that makes the event more tangible to members > it's more than just a meeting.
- Marketing Ideas: “meet your farmers”, “meet your founding members”
- The group discussed the fact that this meeting will be taking place either shortly before or after the Eureka remodel grand re-opening.

ACTION: Kiya will invite Courtney to the next MAC meeting

- Have easels around the room to get feedback from members.
- Mary Ella – would like a draft agenda at the August meeting

6. **Agreements:**

Next meeting: Next regular MAC meeting will be on Wed. August 9 from 5:30-6:30 pm at the Ten Pin in Arcata.

7. **Next Agenda/Roles & Responsibilities:**

Prioritized agenda items for the next meeting:

1. Annual Member Meeting (review draft agenda)
2. Strawless Summer
3. Co-op Beach Clean-up Day
4. Movie Night

Consensus reached that Colin will facilitate at the August meeting:

Colin will report the MAC meeting at the August board meeting:

8. **Check-in**

Consensus reached to adjourn the meeting at 6:32 pm

Minutes by Emily Walter