



**North Coast Co-op
Member Action Committee (MAC) Minutes
August 9, 2017 – Ten Pin Building, Arcata**

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

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

Members present: Roger

1. **Welcome:** At 5:31 Colin welcomed everyone, introductions were made.

2. **Review:** Consensus to approve July 12, 2017 meeting minutes.

3. **Member Comments**

Nic explained that the Nominating Committee decided to show the movie *Ingredients* at the October movie showing where there will also be a meet the candidates. The movie is about the local food movement. Members of the group would like to show the movie *Grazers* another time.

4. **Annual Membership Meeting**

- Roger agreed to MC the event.
- The group reviewed two different agendas for event.
 - o Food Early – people have food while listening to the meeting. Could be distracting with clinking dishes?
 - o Food Later – people more likely to stay until the end of the meeting.
 - o The group like the agenda to serve the food after the meeting.
- The group discussed ideas for how to solicit member input at the event using posted paper/pens around the room with questions on them.
 - o Do you have a message that you would like to send to Co-op Members?
 - o Why do you shop at the Co-op?
 - o Incorporate strategic planning related questions.
 - What would you like to see at the Co-op over the next 5 years?
 - o What would you like to see at the Co-op that would serve your needs?
 - o What is your favorite deli item?
 - o Easel about the remodel.
- Food
 - o New deli items! (i.e. cashew/quinoa pinwheels) – could get people excited to attend.
 - o Soup and salad sounds good since this event isn't during a typical meal time.
- Music
 - o Roger recommends Kingfoot (Kevin – owner of Solutions)
ACTION: Nic will ask Kevin to play the event.
 - o Other suggestions include: Lindsey battle and the Compost Mountain Boys
- Ways to acknowledge members
 - o Founding members = the first 500 they signed up the first year and half
 - o Roger mentioned there are technical founding members that couldn't buy memberships for a few years and that some founding members could be left out.
 - o The theme is “celebrating community” so it would be nice to highlight farmers and local food producers
 - o Margarite Pierce has the longest farmer relationship with the Co-op.
 - o The group discussed giving out a “generic” hat to local producers/farmers.
 - o Colin likes an idea of a special hat that isn't available for purchase.

- Roger would like large “hand-made” looking posters on the doors that are big and colorful to get lots of people to the event.
- Mary Ella likes the idea of a sandwich board in front of the stores to advertise member meetings and events.
- There will be kid activities hosted by SCRAP Humboldt.
- Giveaway Ideas
 - o Coupon for all attendees
 - o Gift Cards

5. Opportunities for Members to Volunteer

- Kiya signed the Co-op to clean-up Samoa beach, across from the bay street parking lot. This is part of the Annual Coastal Clean-up Day coordinated by the Northcoast Environmental Center on Sept. 16.
- The annual Pumpkin Patch for kids takes place the last week of Sept. and first week of Oct. Volunteers are needed to help with the water station and parking.
- Annual Membership Meeting – volunteers are needed for greeting, pouring wine, serving food, set-up, and stationed with member feedback easels.

ACTION: Nic will have a sign-up sheet for the Annual Member Meeting at the next board meeting.

- There are online programs where people can sign-up to volunteer for events. The Co-op might want to look into this.
- Can there be a check box for sign-in sheets for members interested in volunteering?
- Is there a member volunteer email list?
- Nic suggests each person at this meeting bring a friend to the next MAC meeting.

ACTION: Emily will remind people to bring a friend to the next MAC meeting when she sends out the agenda.

6. Next Agenda Items

Prioritized agenda items for the next meeting:

1. Co-op Beach Clean-up Day
2. Annual Member Meeting
3. Movie Night
4. Deli remodel update

Consensus reached that Mary Ella will facilitate at the September meeting:

Roger will report the MAC meeting at the September board meeting:

7. Check-in

Consensus reached to adjourn the meeting at 6:33 pm

Minutes by Emily Walter