



**North Coast Co-op  
Member Action Committee (MAC) Minutes  
September 13, 2017 – Ten Pin Building, Arcata**

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

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

**Members present:** Brenda Harper, Roger, John Schaefer

1. **Welcome:** At 5:36 Colin welcomed everyone.

2. **Review:** Consensus to approve August 9, 2017 meeting minutes.

3. **Member Comments**

- The group commented that they liked the sandwich board that was placed in front of the store advertising the EAC/MAC meetings.

ACTION: Kiya will put signage outside the Ten Pin building to give better direction to the meeting location.

- Kiya explained how the Co-op will have a booth at the Sustainable Living & Preparedness Expo.
- Colin went to an SB562 rally and spoke with a person about how the Co-op board recently sent a letter to Assemblymember Jim Wood in support of SB562. This person was a past Co-op member and was excited to hear this news, stating she would like to purchase a new membership.

4. **Annual Membership Meeting (AMM) – reported by Laurie**

Laurie explained that Jolie Harvey will be coordinating the AMM. Jolie coordinated the event last year. It was decided that specialized hats won't be possible for this year's event due to timing and a tight budget. We think we'd still like to do the hats just for farmers and have the Merchandising Department give the farmers a hat when they meet with them annually.

- What about giving out lapel pins to those in attendance of AMM?
- Certificates could be given to founding members/farmers/local food producers.
- Roger said to have Jolie contact him if she needs help finding a band.

ACTION: Laurie will have Jolie bring a volunteer sign-up sheet to the next MAC meeting.

- The group discussed what questions will be up on large sheets of paper for members to write on during the meeting.
  - o Roger would like to see “what does the Co-op do worst?”
  - o Emily would like to see a fun/creative question to ask members.
    - Cheri – “if the Co-op had a mascot, what would it be?”

5. **Member Volunteer Opportunities**

- Annual Membership Meeting volunteer sign-ups at the next MAC meeting.
- Annual Coastal Clean-up is Saturday, Sept. 16, 9-11:30am at the “T” in Samoa.
  - o Brenda suggests bringing buckets to put trash in.
  - o Snacks will be available

6. **Deli Remodel Update – reported by Laurie**

Courtney Augustus is working on a communications plan that involves how we talk with members and customers about the remodel, including what to expect with the remodel and where to find products that have been moved.

- Colin mentioned a different, much larger store, that went through a remodel and handed out maps of the store to help people find different departments.
- Maps might be especially helpful for employees, to make sure they know how to direct customers.

## **7. Movie Night – reported by Laurie**

Jolie Harvey is now coordinating movie night.

ACTION: Laurie is working on finalizing the schedule for the evening.

- The group recalls the last movie night starting at 6pm, which means meet the candidates should start at 5:30pm.
- Laurie discussed the email subscription groups and how Marketing is working to combine some of the lists and define what items should be emailed to each list.

## **8. Co-op Access Program – reported by Laurie**

- The 6-month survey should go out early October.
- The group offered ideas for survey questions:
  - o How has your shopping (the types of purchases you make) changed at the Co-op since the CAP program started?
  - o Has your shopping at the Co-op increased, stayed the same or decreased since starting CAP?
- CAP program is time consuming for employees. We'll need better automation with the system if this program continues or grows.
- We need to look at whether this program costs the Co-op money, increases revenue, or breaks even.

## **9. Agreements**

Next meeting, Wednesday October 11, 5:30pm

## **10. Next Agenda Items**

Prioritized agenda items for the next meeting:

- Review MAC Charter
- Report from Plan-It Green
- Report back from Movie Night
- AMM – volunteer sign-ups

Consensus reached that Mary Ella will facilitate the October meeting.

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

## **11. Check-in**

Consensus reached to adjourn the meeting at 6:34pm.

*Minutes by Emily Walter*