



Policies & Procedures Committee Meeting Minutes
January 18, 2017 Ten Pin Building Conference Room

Present:

Board: Mary Ella Anderson, Colin Fiske, Ed Smith, Cheri Strong and Leah Stamper

Staff: Melanie Bettenhausen, Alanna Cook, Nicole Chase, Alisha Hammer and Kala Eichamer

Presenters: Margaret Gainer (ZWH Vice President of the Board) and Emma Held (ZWH Projects Coordinator)

Meeting commenced 4:04 pm. Colin Fiske welcomed everyone and introductions were made.

Presentation by Maggie Gainer, Zero Waste Humboldt: Power Point presentation focused on:

- ZW is focusing on Transition from Landfill Diversion Recycling to Sustainable Materials Management.
- The first step is to adopt a formal policy and would require commitment from leadership. Behavioral change is key. The biggest bang is in purchasing practices.
- The ZW approach benefits included: Comprehensive and adaptable, emphasizes waste prevention as the priority (**Purchasing Design Proactive Decision Making**), focus on “fearless goal-setting” and authentic recycling (integrating discarded material back into the local economy).
- What will this policy do? Explain and direct members, shoppers, staff and suppliers to reduce waste and draw attention to the Co-op’s waste reduction values.
- ZW Policies for Different Purposes
 - Policy Statement with procedures & implementation to ensure that it is integrated.
 - Goal with Measurable Benchmarks, include current stats and specific goal/timeline.
 - Short policy slogan for website and media, possibly draw upon statements that already exist in the Co-op’s core values expressed in other areas of business operations.

Questions & Discussion after the presentation:

- Mary Ella ask Maggie’s thoughts on waste produced by take-out materials? Maggie encourages having conversations with suppliers and letting them know the Co-op is looking for better alternatives. Focusing of reducing plastic container use is key as it has a high negative impact for the environment. Shopper education and creative brainstorming could help. Promoting ‘bring your own container’ is viable option.
- Discussion of how sustainability of materials is determined. Measure of a materials production footprint, length of use and durability are all factors to consider when rating sustainability.
- Colin comments that the committee is seeking guidance in developing a policy statement, looking for an all-around statement and overarching goal. Maggie gives an example “The Co-op is committed to a continuous path to reduce waste. Over the next 10 years we will...insert numbers/goals example: tonnage of landfill contributions reduced by 5% annually”. Fearless goal setting requires review of progress annually. When a goal is not reached, it can be an opportunity to reflect on why and increase motivation to achieve it in the following year.
- Melanie asks if there are other businesses that Maggie is working with that are committing to a certain percentage of staff time spent on ZW. Example of Six Rivers Brewery, they were able to reduce their garbage bill and in doing so also convince staff/management that were not sold on a ZW policy of its efficacy. Example of Sierra Nevada Brewing Company Sustainability Coordinators were required to justifying their salary based on cost saving directly related to adopting a ZW policy.
- Discussion of lack of local recycling facilities, it is no longer profitable enough to support a business. Maggie points out that there are no laws indicating that the Co-op could not explore alternative ways of locally recycling. Discussion of how to foster a local market, it would be a long term, bigger picture project.

- Leah asks if it would be possible to tracking waste created from packaged products that shoppers take home, how would that be measured? The process would involve weighing one empty package and tracking sales numbers, it would likely be a labor-intensive endeavor. Maggie points out that most shoppers are not aware of the cost associated with packaging. Example of bottled water consumers are paying for the bottle (packaging) more so than the water. Bringing attention to the percentage of item cost associated with the packaging vs. the contents could encourage customers to shop differently. Discussion of the difficulty of promoting shopping from the Bulk Department as a cost savings when packaged items are cheaper. Continuing to promote consumer education is an effective way to influence purchasing decisions, example, single use bag fees at the register.

Colin will have a draft ZW policy for the next PPC meeting and invites all to send him input. Maggie will share with the board via email some examples to help with the drafting process.

Agenda Review:

Approval of the November 2016 Minutes:

References to the BPM and bylaws are incorrect, Kala will amend.

- **Consensus to approve the November 2016 minutes.**

Board Meeting follow-up: The changes proposed at the December board meeting were adopted

Purchasing Policy discussion. Discussion included:

- Colin rewrote the draft, got rid of the rubric and incorporated merchandising within the policy.
- Leah comments that the local piece should include something specific regarding Local competing with non-local products. Some specific guidelines or supplemental information. While packaging reduction is already emphasized, it seems to not be moving forward in actual practices. Example of apples, non-local equivalent products are more heavily featured (end caps) than local of the same type. Emphasis should be on local products even if they are more expensive, a bullet should be added under the merchandising section to address this issue. Alisha points out that often product placement is decided based on quantity available. The first step would be to emphasis local products in a way that does not cause extra work for staff to stock displays. Next step/goal would be educating shoppers and encourage acceptance of local choices being the only choice available. Mary Ella recommends focusing on local producers under the socially responsible section. Local ties in to economic, social, and environmentally responsible, this could be more clearly indicated in the policy.
- Melanie comments that participating in programs that help the Co-op make good purchasing decisions. We already have an Organic certification, using a program like Seafood Watch or Fish Wise could serve as a guideline.
- Colin explains that determination of significant impacts is an important element in this policy. Implementation of the guidelines in the policy would be determined by staff
- Discussion of stickiness around ‘will not knowingly sell products which have significant negative social or economic impacts’, the Co-op would instantly be called out by our shoppers that many products carried in the store do not meet this standard. Alisha asks if the policy could focus on what we are trying to do, focus on the positive environmental impact, ‘strive to sell’. Do we need to include the negative? Colin thinks that it is important to set a standard, it can be a low bar but needs to be something. Melanie feels that the “something” is not clear in this draft. Expectations need to be established. This could be addressed in a supplement created by staff, implementation guidelines.
- Expectations of policy implementation need to be clarified. Colin will keep moving forward with this draft, he will incorporate commentary from this meeting and present a revised draft in the February meeting.
 - Changes may include:
 - Furthering the ‘strives not to sell’ wording
 - Local piece.
 - Add educational section.

- Strive for some type of rating system such as Good/Better/Best. Could work as a bullet under the merchandising section.
- Potentially add ZW as a section of the policy
- Kids advertising issue
- Colin will send the merchandising policy that is in the BPM to Alisha that mentions merchandising toward adult consumers only.
- Discussion of products that switch ingredients from organic to conventional without changing the packaging. Melanie adds that an Annual product audit could be an interesting item for the MAC to consider.
- Melanie notes that National Cooperative Grocers is asking coops to remove their purchasing policies, to meet the needs of its shoppers. Some of the things that we are requires to do in order to meet the terms of our contract in terms of products we sell or items that are on sale may in the future come into conflict with our Purchasing Policy. Continue this discussion at another meeting or operational level in the future. Colin would like to see the NCG contract, Melanie will find out if it is possible for board members to review it.

Proposed Single Membership Policy Discussion included:

- After consulting with the Lawyer, Colin proposes to take the revised policy and propose it as new bylaws section 1.09 and put it to vote this fall during the election. First sentence would need to be changed to “following approval of this section”.
- Concerns: Nicole would like to see a Family membership added, family account where two adults control the account. Colin states that having two votes per membership (family) would require major rewriting of policy and would possibly not be legal. The new policy is meant to create a democratic system that works administratively.
- Employee discount is an employment policy separate from membership. Member discounts are not required or dictated by policy manual or bylaws.
- Discussion of downside to a family having more than one membership in order to have two votes. Reaching fair share for each membership could be more difficult and would require a larger investment for that family. Patronage refunds would be two separate, smaller checks.
- Melanie adds that staff has just created the new Operational Membership Committee. Goals include separating employee benefit from membership. The current state of them being linked creates confusion and limits member benefits to employees.

Consensus to move forward with the amended Proposed Policy to Transition to Single Person Memberships, recommend that board take policy as amended to be added to the bylaws section 1.09 and put to vote by membership. Official recommendation follows at the end of the minutes.*

Change PPC Meeting time? Evaluated every three months. Consensus to keep meeting on the third Wednesday of the month at 4pm.

Review hotlist: Table until next meeting.

Agenda items for next meeting.

1. Board Meeting follow-up
2. Continue Purchasing Policy draft discussion
3. Hot List review
4. **Add break time in agenda for February meeting

Next Meetings: February 15th meeting @4pm.

Meeting adjourned at 6:08 pm by consensus.

Minutes by Kala Eichamer

*Proposed Policy to Transition to Single-Person Memberships (As Amended by the Policies & Procedures Committee)

Recommendations for Board:

1. Following approval of this section, any new memberships shall be owned by only one natural person or by only one organization. Further, as of the date this policy is approved, no existing memberships may add any additional owners with any rights of membership. Any non-organizational member, whether he or she became a member before or after this policy was approved by the membership, may add or remove one or more individuals as “household shoppers” for his or her membership. A “household shopper” is defined as someone who has been identified as such to the Corporation (through procedures established by the Corporation) by a member and may shop on his or her behalf. Household shoppers are not members and have no claim of ownership or associated rights to the membership. The Board of Directors may establish from time to time a maximum number of household shoppers per membership.

Individuals on existing memberships owned by more than one natural person shall be encouraged but not required to purchase individual memberships.