



December Member Action Committee (MAC) Meeting Recap

— submitted by Laurie Talbert, Marketing & Membership Director

As Board President Colin Fiske mentioned in his last board update, a summary of committee meetings will be sent by the chair following meetings. The Member Action Committee (MAC) doesn't have a board chair but does have a facilitator who will report out on the meetings. The facilitator may change monthly, but for December it was me!

Before starting on the agenda, I reported on the status of the Support the Co-op campaign, as requested by the board at their last meeting. The campaign materials are in stores, signs are posted on doors and at store entrances, and information appears on our website and on register screens. Co-op buttons will arrive next week and be available for sale in the stores for 73 cents. I will follow up on a suggestion to create an information sheet for *Co-op News* stands in stores that will give more detailed information about the Co-op's current financial state and the reason for the campaign.

We covered a variety of topics at the December 12 MAC meeting. The first was a discussion of the option to sell non-organic local produce. A member and future local farmer would like representation at the Co-op for local producers who either can't afford to become organic certified or who choose alternative growing practices. I will be following up with Merchandising Manager Alisha Hammer to identify any potential barriers to allowing space in the stores for this purpose and will report back at the January 9 MAC meeting.

The group brainstormed ideas for community-building events. Our ideas included finding a new place to host cooking classes, securing a food truck to offer roving classes and demos and instituting a popular co-op practice of offering \$5 meals one night a week in the stores. Customers could pay \$5 for a dine-in meal prepared by the Deli. Members also suggested including occasional speakers at dinner nights and a giving component where the Co-op or members could match meal for meal with donations to Food for People. The new, expanded production kitchen in the Eureka store combined with the possibility of added seating in Eureka sets us up to be able to host a dinner night in the future. Staff agreed to follow up on the ideas of the dinner night and cooking classes with the understanding that both rely on other things and it could be months before we could get something rolling.

Each quarter, the MAC attendees help select the Member Survey question for *Co-op News*. We reviewed responses from the most recent question and came up with three options for questions to use over the next few editions of the newsletter.

We discussed if posting audio and/or video recordings of board meetings should be allowed. Concerns were expressed about opening the meetings to non-members and the possibility of members being less willing to attend and speak knowing they were being recorded. Additional comments supported taping the meetings, and perhaps finding a way for just members to access the recordings. An alternative idea included members being able to call into meetings to listen in real time if they couldn't attend. Ultimately, the limitations of our current meeting space and sound recording system led us to set the topic aside to revisit after the Co-op vacates the Ten Pin and secures a long-term space for its meetings.

The next MAC meeting will take place Wednesday, January 9, 5:30-6:30pm at the Ten Pin building (793 K Street) in Arcata. We encourage members to attend as we want to hear your thoughts regarding our Co-op. Agendas are posted a week prior to the meeting in stores, online or you can request to receive them by email by emailing emilywalter@northcoast.coop.