



North Coast Co-op
Member Action Committee (MAC) Minutes
November 16, 2015 –Co-op Community Kitchen, Eureka

MAC Members present:

MaryElla Anderson, Melanie Bettenhausen (Marketing & Membership Director & MAC staff liaison), Christine Brockway, Colin Fiske, Roger, John Schaefer, Cheri Strong (Board & Employee), Bella Waters (Membership Coordinator & Notetaker).

Guests: Laura McEwen and Marcy

At 6:05pm John Schaefer welcomed everyone, reviewed housekeeping notes and consensus process.

Member Comments:

- Need to know tonight if MAC has member survey question for December Co-op News.

Review. Meeting outcomes reviewed, no recommendations were made for MAC from November board meeting. Member survey question may come up during discussions. **Consensus reached on approval of the minutes from October meeting.**

LIME. Colin introduced Laura McEwen, Public Health Nutritionist. Laura had few suggestions for the program, based on her feedback from community members and CalFresh eligible clients: improved customer service at counters with government vouchers, make Co-op most comfortable place for consumers, talk to CalFresh eligible people and see what works for them (discount vs. vouchers). Offered to connect MAC members with Headstart parent group at College of the Redwoods as a focus group on the program. Laura noted that while CalFresh covers various programs, people on SSI and some seniors are not eligible. Further discussion included:

- Safeway and Winco see high volumes of WIC, people do not feel stigmatized
- Cashiers need more training in handling WIC
- Eligibility criteria needs to be clear and materials on joining those programs available. Co-op volunteers could educate people on the programs and that they are welcome at the Co-op.
- **Consensus reached on Colin's proposed goal: Goal is to help all interested members of the community to access the benefits from Co-op membership and of shopping at the Co-op, including the benefit of access to healthy food and of democratic member-ownership regardless of income.**
- **Consensus reached on Colin's proposal for eligibility requirements for LIME: Official guidelines for the program would include CalFresh and SSI participants, along with training and outreach (co-op member volunteer opportunity) to provide referrals to these programs for individuals who are not currently part of these programs.**
- **Consensus reached that whatever process is used (coupons/vouchers) for LIME program does not stigmatize people.**
- Colin noted that the Co-op is too large to rely on the honor system and will need to use someone else's system where people have already been verified. There's potentially a large portion of co-op members who could be eligible for LIME type program. Our internal outreach will be important and could consist of in-store signs, newsletter announcements, flyers and tabling. Program could be funded by members donating their discount, need away to raise some funds to budget for number of participants in future.
- Colin and MaryElla are interested in speaking with the Headstart parent group and the Co-op may be able to provide lunch. Laura will work on next steps.

Member Handbook. Discussion included:

- Goal to have final handbook ready for membership drive in February 2016.

- Would like to see alternative transportation information, all useful information in one area (discount days), minor language changes were suggested, and remove full page photos. Can condense down the pages.
- Appreciated the history, timeline and information.
- Committee will discuss specific feedback at December meeting.

Member Outreach/Involvement. Discussion included:

- Colin noted that most of the ideas from the September Member Survey question were in two categories: better discounts and being a co-op (involvement, environmental responsibilities). Perhaps Co-op should do more education on patronage refunds.
- Member Discount Program would require a separate staff person, hard to keep materials updated. Melanie noted that it's not impossible, but not top of priority list.
- Potentially have revenue from newsletter ads help fund LIME?
- People want larger discount, which Roger noted is psychological – stores charge more to cover the discounts.
- Survey results will be discussed further in December.

Meeting time/date: Discussion included:

- Roger stated that all members are important so there should be equal consideration between board and non-board members when arranging meetings.
- Colin noted that the Policies and Procedures Committee will be doing a trial run of evening meetings on third Wednesday of month, starting in January, allowing for MAC to move to second Wednesday.
- **Consensus reached to hold MAC meeting on December 14th**
- **Consensus reached to switch meeting date with PPC starting January (2nd Wednesday of month)**

Next Agenda. Reviewed potential agenda items as follows:

- Survey responses
- Volunteer proposals
- LIME
- Bulk
- Member handbook feedback
- Timeline for membership drive, feedback

Mary Ella and Bella will work on prioritizing and agenda building.

Roles & Responsibilities: **Consensus reached that Mary Ella Anderson will be facilitator for December meeting and Colin Fiske will be reporter at December Board meeting.**

Check-in: Thanked John for facilitation and Melanie for agreement detail.

Next meeting: Monday, December 14 from 6-8pm at the Co-op Community Kitchen, Arcata

Consensus reached to adjourn the meeting at 8:00pm

Minutes by Bella Waters

Recommendations for Board: no recommendations
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