

Member Affairs Committee (MAC) Minutes January 31, 2024

Present: RJ Halloran, Amy Drury, Tony Vernon, Karen Folger, Holly O'Neil (Facilitator), Annabelle Wesley (Board Admin.)

Absent: Margaret Gerard, Nathan Chapman, Alex McIntyre

Welcome & Agenda review

Consent Agenda

- October MAC Minutes

Approved by consensus.

Board report

- The Board and management team had a retreat in January. Our new GM, Patrick, was able to attend. Patrick will start this upcoming Monday.
- There were no questions about the Board minutes.

Annual Meeting

- Annual Meeting will be on March 28 at the Ferry Building Terminal from 5-7:30 pm
- The topic will be regenerative agriculture per the recommendation from MAC.
- Committee members reviewed the draft Annual Meeting agenda.
- Outreach will be done through a mailer, e-newsletter, website, and social.
- MAC members are encouraged to volunteer for the day and to help spread the word about the event to increase attendance.

MAC Project Funds

- Two ideas for the MAC Project Funds were proposed:
 - Regenerative agriculture follow-up event with local farmers
 - Explore a follow up event after the Annual Meeting
 - An opportunity to make the topic tangible – farm tour, volunteer opportunities
 - Dining with Directors format– Provide food grown organically/through regenerative practices with a speaker or two
 - A session with Jon Steinman around the future of food co-ops, why food co-ops, the cooperative business
- MAC will loop back on the ideas and the project funds decision

Recruitment

- The Annual Meeting is an opportunity for recruitment. RJ and Tony volunteered to support efforts at the event.
- The Committee will review the MAC recruitment documents at the February MAC meeting

Strategic Planning

- Focus Group and Member Shopper Survey findings were reviewed. The following points were noted by the committee:
 - Important to remind people of the co-op difference.

- Re-establish us as a community hub and advocate. People miss our presence and involvement.
- The low-income community doesn't think they can shop at the Co-op so many of them don't. We could do more helping people understand what is affordable at the Co-op and the value it can have for their nutrition.
- The Co-op is looking at how to address price perception and how we address package size for different types of customers
- Nutrition education is an area we could focus on
- Connection of regenerative/organic agriculture to functional medicine/health/nutrition
- The Strategic Planning Committee is now a broader group of Board members
- The hope is we can have a rough draft of the Strategic Plan for member review at the March Annual Meeting

2024 Meetings

- Follow the 2023 meeting schedule. Meetings for 2024 will occur:
 - February 28
 - April 24
 - June 26
 - August 28
 - September 25
 - October 30
- Annabelle will send out the meeting schedule to the full committee.

Closing

Adjourn

Next meeting: February 28 at 5:30 pm