

Member Affairs Committee (MAC) Minutes April 24, 2024

Present: Alex McIntyre, Nathan Chapman, Laura Steiger, Lydia Cox, Karen Folger, Erin Grant, Hopper, Leah Aspen, Holly O'Neil (Facilitator), Annabelle Wesley (Board Admin.)

Welcome, Introductions, Agenda Review

Member Affairs Committee Overview

- The committee reviewed the Member Affairs Committee Charter
- Holly shared an overview of MAC's process of responding to member ideas, issues, or concerns. MAC triages issues and concerns brought to the committee between operations and governance. If it's a governance issue, MAC will discuss a recommendation for the Board. If it is an operational issue, MAC will try to come to unity around a recommendation for the management team. The Board and management team will report back so there is a feedback loop.

Select Committee Chair

- Erin Grant is nominated.
- No unresolved issues. Approved by consensus.

Consent Agenda

- January MAC Minutes
- February BOD Minutes
- March BOD Minutes

Approved by consensus.

Board Report

- The General Manager hired was unable to make the move to Bellingham due to personal family reasons. The Co-op has brought on an Interim General Manager and will start the GM search for the permanent position soon.
- The Co-op staff from the two stores have voted to unionize. The negotiation process has begun.

Annual Meeting Debrief

- The committee reviewed the Annual Meeting feedback from members. They reflected on the information and shared their thoughts on the event:
 - Good attendance for the size of our co-op
 - Lots of members noted they wanted to attend the meeting to connect with friends and other members. A good opportunity to hang out with the community.
 - The Outreach team felt engaged with the process and the event
 - Nice to be back at the Ferry Terminal Building
 - Meeting space may be too small if we have a larger attendance
 - Felt more like a celebration than last year
 - Missed the vendors. It was an opportunity to highlight local producers and makers.
 - Happy medium to keep it a mid-range event. The meeting can stay with hearty appetizers, live music and entertainment, and a speaker.

- Liked the purpose of it was informational. A party can be fun but maybe save it for more of a summer event when the purpose is different.
- The annual meeting can't fill all the needs of everyone.
- Enjoyed the live music
- Disability access - the space was intimate but didn't give much room for disability aids
- Have a water or coffee station in the back as it would have been tough to walk through
- Look to have the meeting recorded

Strategic Plan Update and Draft Review

- The Board has been working on the Strategic Plan over the past year. Member input was taken at the past two annual meetings, a member shopper survey, and focus groups. The Strategic Plan is at a high level and shows direction.
- MAC reviewed the draft plan and provided ideas around continuously strengthening the co-op.
- The committee discussed the following ideas for rolling out the plan and engaging members around the goals:
 - Add the plan to the website, big posters in the stores, e-newsletter, and social posts
 - Marketing around educating people about the member benefits
 - Make it a reoccurring community conversation
 - A possible option to have an email list for just the membership base

Member Involvement Ideas

- MAC reviewed the list of member linkage ideas probed at the annual meeting.
- A 10-cent token store donation is engaging.
- Collaborate with local coffee and tea (CommuniTea) – an opportunity to bring people together, social hour to bring people together, have education speakers, hear about local issues like farming, educational helps strengthen the why
- Topic-based classes which could be seasonal and a way to engage community beyond membership. You could go free if you are a member or pay if you are not.
- Summer party
- A video on the website of members sharing about why they are members and shop at the Co-op
- Education around health and wellness

2024 MAC Meeting Dates:

- June 26
- August 28
- September 25
- October 30

Closing

Adjourn

Next meeting: June 26 at 5:30 pm