

MAC Meeting Minutes 1/29/25

Present: Erin Grant, Lydia Cox, Alex McIntyre, Nathan Chapman, Karen Folger, Leah Aspen, Lisa Sedlar, Holly O'Neil, Annabelle Wesley

Absent: Laura Steiger

Consent Agenda:

- October MAC Minutes
- November BOD Minutes
- December BOD Minutes

Approved by consensus.

Board Report

- The Co-op's new CEO/GM, Lisa Sedlar, has been in the role since early November.
- The Board works alongside the CEO and reviews performance to make sure it is aligned with the strategic plan.
- The Board Election will occur in March alongside the Annual Meeting.
- The Co-op is still under union contract negotiation.

CEO Report

- As of February 1, it is the start of Lisa's 4th month. She comes from a background in Natural Foods. She has been a Foods Systems leader for over 30 years. Lisa is excited about the cooperative business model. She is loving Bellingham and the community. She appreciates the commitment to land and the authenticity within the Co-op. She is honored to work with the team in this community. She is excited to be here and feels like it's a great fit.

National Co-op Grocers (NCG) Customer Experience Program Report

- The report shows results from customers who were surveyed at random over a 3 month period and compares the data with the NCG average.
- Overall satisfaction is good. The likelihood of returning is 89%. Even though there are areas that we can improve and sharpen, there is some loyalty.
- The Co-op has put a renewed focus on customer service. We are hoping to make people feel more welcome.

Outreach Report

- We are planning for our 55th Anniversary and hoping to celebrate throughout the year. We have a reimaged an old logo for our 55th year.
- We will make a call for members to share their memories which will be highlighted in a video and other ways throughout the year.

Festive Meet-and-Greet Events Report Out

- Last year MAC used the remainder of MAC funds for festive meet-and-greet events to engage members and have them meet the new CEO, Lisa. There were two events, one at each location. The events had a spread of cookies, cider, and coffee. The Downtown location had live music and a snowflake activity. Members and shoppers were able to meet and talk with Lisa. They shared insights around membership and the Co-op experience. A few people signed up for membership at the events.

Planning for '25 MAC Funds

- MAC has expressed interest in directing funds towards member engagement events. There is hunger for connection and getting together. We can look to add light touch engagement opportunities with current happenings.
- The Annual Meeting theme this year will be preserving local farmland. MAC would like to look at planning 2-3 events around the topic of "food as medicine". Other ideas mentioned include "Community Conversations", story time for kids, and a seed/plant giveaway event.

Co-op Membership

- The Co-op has been doing a membership review. We are looking at our member benefits and how we convey those benefits so members and staff understand them. Some of the benefits are intangible and more values based. We are looking at how to attract the next generation of shoppers so they understand the value of membership and how dollars go back to support the local economy.
- Lisa has been connecting and meeting with members. The Co-op recently brought on a new Membership Coordinator.
- Some ideas for what would be amazing for membership include a tour of the store, a goodie bag with some swag when you sign up, farm tours, and acknowledging long-time members.
- MAC will look at opportunities to support member engagement and connection.

Closing and Evaluation