

MAC Minutes 7/8/2025

Present: Lydia Cox, Karen Folger, Alex McIntyre, Jessica Gillis, Robin Jones, Heiko Heisermann, Leah Aspen, Holly O'Neil, Annabelle Wesley

Absent: Erin Grant, Nathan Chapman, Laura Steiger

Welcome, Introductions, Agenda Review

Consent Agenda

- May MAC Minutes
- Spring Board Retreat Minutes

Approved by consensus.

Board Report

- An update on the Advocacy Request was recently sent out to the community. The Board met with member advocates in June and then convened for a Special Board meeting. They heard from community and Co-op members who expressed divided opinions on boycotting products produced in Israel. The Board took time doing research and reviewing the governing policies. The central question came down to whether to expand our consumer boycott and product campaign policy which have historically been company-focused to include country-based boycotts. There were several concerns identified during the process. In the end, there was consensus not to expand the policy to include country-based boycotts.
- The Co-op made a donation to the World Central Kitchen since food is our lane. We have also encouraged people to support local food relief.

Member Engagement Education Event Series Update

- The first member engagement event is scheduled for August 7 with Functional Medicine Health Coach Karla Youngblood.
- The events will be a chance for members to connect and learn.
- Events will be free or at a low cost as a member benefit.

Community Shopping Day Selection

- The Community Shopping Day application is live until August 29.
- MAC reviewed the CSD relevant policies and the selection process document.
- CSD applications will be shared with the committee in early September. Committee members are asked to review each application and note any questions.
- Committee members will be asked to share their reflections on the applications and reflect how the proposals relate to the Co-op's Mission, Vision, Values, and Goals

Membership Study and Engagement Ideas

- MAC reviewed Study and Engagement Ideas focused around membership which were generated by the Board and discussed topics for MAC to lead a discussion around.
- Study & Engagement Ideas:
 - How we can engage a younger audience – we have a supportive membership base that has been with us for a long time. How do we begin to engage with and attract the next generation to be our supporters and champions?
 - Do more tabling to engage with younger audience. Provide more presence where we haven't been in the past. Let students know we are here, fun, impactful, and they can get a discount.
 - Member engagement and benefits – do our members find value in the benefits we have available to them? There are tangible benefits (member sales) and intangible benefits like around community and supporting the local economy. How can we communicate some of the more intangible benefits?
 - How can the Co-op better engage numerous broader demographics (ethnicities, demographics, abilities, geographies, etc.)?

Co-op Mural and Mosaics

- Committee member, Alex McIntyre, shared a presentation on a proposal for a mural or mosaic at the Co-op.
- Ideas for a potential mural and funding sources were discussed.
- Next steps include confirming if we have the option to put something on the Forest building, identifying potential partners, and creating a budget.

Next Meeting: September 24