

Co-op Affairs Committee Meeting—Minutes February 17, 2010

Members present at the meeting: Naomi Stamper, Lisa Butterfield

Employees present: Jacque Torres, Nate Wiesner, Melanie Bettenhausen, Gary Pellow

Meeting called to order at 6:05 p.m. at the Eureka Co-op by Nate Wiesner, Chair.

Additions to the Agenda:

Approval of the Minutes: Move to approve the minutes from November 18, 2009 as presented.
Motion passes.

Member Linkage Report:

Community Groups—the Community Alliance w/Family Farmers will be dedicating its February meeting to 2010 goals and to recruiting new advisory committee members. Humboldt Area Foundation received a convergence grant for \$200,000 to support the work of Humboldt Community for Activity and Nutrition, CAFF and HumPAL--a portion of the funding goes toward the issue of food security—and is working on a timeline for providing community organizing training for grassroots efforts. The Food Resources Collaborative is working on a brochure to use when approaching donors and asking them to join the collaborative. They are also working on how to purchase collectively for the best savings and to support local at the same time.

Movies & Munchies—had good attendance for Fresh, considering what little promotion we were able to do. We will continue the series next winter. Twice as many attended as signed up. Free for members. Discussion on why attended, what stuck out in the movie; consensus that movie was solution oriented and connected the eater to origin of food. Next film is Fast Food Nation on Jan. 29. Suggestion to put signs at entrance to Eureka store and announcements in the stores. Request for report out in the Co-op News and other outlets. Work on carpooling—signs on m-to-m boards and at kiosks.

Internet presence—The earthquake footage from the surveillance camera at the Arcata store was the impetus for creating a YouTube channel, which allows us to embed videos in our website easily. The video has almost 20,000 hits. We also launched a new blog that allows for photos/graphics, and possibly videos, to be posted. I am looking for contributors so that we can have ongoing dialog about Co-op and food issues. David is looking into a proposal for a new website; need to find out what that entails and a timeline for implementation. Suggestion for blog entries to be truncated.

Member-to-Member Board—the board in Arcata is currently blocking an emergency breakaway door, so must be moved. Kelli is moving it to the Good Food Gallery for now. It should ultimately be a part of the Resource Library once that is established. We will be posting new signs to inform folks about the function/rules of the board.

People's Pantry/Good Food Buzz & Buzz-worthy Buys—Not going back to the People' Pantry. Moving forward with Good Food Buzz monthly educational information display which now includes Buzzworthy Buys—additional savings on products that are already marked down. Smart Shopping workshops and some cooking classes support the Good Food Buzz theme. Recipes and shopping lists will be provided for use of specials items. Coupons at the point of sale for easy access.

Informational Rotating Display—David is ordering a spinner for each store for all of the information brochures/flyers that the Co-op produces, including membership info, local food/TYS, consumer education, buzzworthy buys. Dimensions are roughly 6' and four-sided.

Community Created Humboldt/Food Security Summit—Jacque and I will be attending a meeting this weekend in which various community members will be discussing sustainability issues in an open space

discussion forum. One of the topics will be food security. While there, we hope to gain insight into all of the happenings in the community surrounding food security for the Co-op News. In addition, I have been asked to pull together another Food Security Summit in February or March to reconvene key players on the local food distribution system. The Co-op would like to take a look at the big picture and see where we fit in and where we might be able to facilitate progress.

Paper Bag survey—the survey responses have been coming in steadily. From what I can tell, people are leaning toward getting rid of paper bags, or at least greatly reducing use. We'll use the feedback from the survey to establish goals and create policy/education that will facilitate meeting those goals. Question about plastic bags in produce/bulk. Discussion ensued around reusable containers and how to get people to use them.

Locally Delicious/Eat Local Challenge—art contest for eat local challenge t-shirt and working toward reducing paper in resource packets.

Ongoing Business:

Committee Charter/name change—Nate will bring draft to board meeting for first review

Facebook/websites—Nate handed out list of website links for our advocacy page on our new website

Non GMO Project—David made a contribution and we received educational material, including posters, buttons, etc. Follow up will be done by Jacque with MMM team and let the committee know at next meeting and determine how to support the effort.

“Parking Lot”:

- Informing members of food issues: the larger picture [Includes signage placement, content, shelf-talker tablets.] What issues to include? Education policy in Admin. Code. Info in area where consumers make choices. Places for employee favorites/comments as they have in bookstores.
- Sustainable Food Forum/Food Security Summit
- How to increase member awareness of public policies/ how they affect animal husbandry, organic standards, genetic contamination, etc.
- Member-to-Member Board revamp
- How to increase member participation
- Co-op Action Committee T-shirts “Get in on the Action!” “Co-op in Action!”

Next Meeting: Wednesday, February 17, 2010 at 6 p.m. in the Arcata Conference Room

Meeting adjourned at 7:35 p.m.

Minutes taken by Melanie Bettenhausen

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