

## Member Affairs Committee (MAC) Minutes 1/27/21

**Present:** Terrance Morris, Nathan Chapman, JoAna McNerthney, Nathan Chapman, Margaret Gerard, Karen Folger, Amy Esary, Holly O'Neil (facilitator), Jean Rogers

**Consent Agenda:** *November MAC minutes; January draft Board minutes – No comments*

**Decision:** Approved by consensus

**Outreach Report:** Since March, the Outreach team has mainly supported operations and store success, building the online store and working to increase revenue.

- February is a member coupon month – a busy time
- People can now join the Co-op, update or cancel their membership online
- Special orders will return on February 1 – many member-owners have wanted that
  - The main reason for suspending special orders was lack of product. We still have in store outages on some items. Pandemic buying crimped the supply chain, revealing major weaknesses in national food distribution. Sales aren't always related to moving a lot of product, and out of stocks were so sporadic that it would have been difficult to communicate to shoppers. The Front End team was stretched so thin that it would have been difficult to maintain the special order system.

### **Receipt Survey:**

- We are struggling to get a good response rate at Cordata. We increased the invite rate to ten times that of National Co-op Grocers (NCG). The downtown store is getting a better rate of response
- The receipt survey is intuitive, based on departments where someone shops. While designed to take 3 – 5 minutes, it could take up to 7 minutes to fill out the survey.
- The response rate plummeted when the pandemic started. Even when people take the receipts, they are less inclined to engage. We have a very low response rate from curbside shoppers.
- We are at or above NCG (National Co-op Grocers) counterparts for overall satisfaction, value, likely to return, or would recommend.
- We do very well for staff availability (friendly, helpful, greeted by cashier or staff other than cashiers). Our weak spot is shoppers greeted by staff other than a cashier at the downtown store, 11 am – 2 pm and after 8 pm (worst time). Amy shared the results with the downtown store manager
- Store experience: We are doing really well for cleanliness. Product availability is doing well, and we get great comments for clean bathrooms. Cordata did really well on making shoppers feel welcome and both stores were above NCG's numbers.
- We had no responses from people making their first visit to either store.

**Annual Meeting, March 31, 6 pm via zoom teleconference:** The group heard a rundown of the agenda for the annual meeting. MAC members are strongly encouraged to attend the event

**MAC Committee 2021:** Terrance has been thinking about the November MAC meeting discussion. He stressed the need for a clear message about what the committee is. We need to solidify the group's purpose - what we hope to accomplish. It would be ideal to have a sub-committee to start the conversation. Each MAC member has their reasons for participating, but we need a consistent, compelling way to talk about the group and to be able to describe it clearly. We can start with what everyone's commitment is and go from there.

### **To-do's:**

**Terrance and JoAna** – meet as the sub-committee in late February

**Jean** – provide administrative support for the sub-committee

**MAC 2021 Priorities:** The group had the following considerations and suggestions:

- Connecting members to their co-op
- Talk about a topic important to our co-op and our community (when we can meet in person)
- Promote cooperatives, emphasizing economic resilience (maybe not as a main priority)

- Healthy food access is an important topic (health for everyone in the food system – directed to members as part of their shopping experience (during the pandemic) vs as a meeting – in-store visuals or other way to link food access story for shoppers. Pt Townsend coop just started looking at a healthy food access model
- Give some attention to member benefits and why join the Co-op
  - Look at some new benefits that would draw people and strengthen economic resilience, especially linked to a benefit of being a Co-op member
  - Address why people should join, especially since we haven't been in a financial position to give a dividend (Even when people don't know REI or WECU are co-ops, the dividend is an impetus)
- Many people have a lot of rage and fear about being treated as expendable. Do what we can to connect with the supply chain, member-owners and shoppers, especially people providing for our basic needs
- Make use of Study & Engagement sessions to work on priorities
- A big question is what platform MAC uses. People often don't know much about healthy food systems. Think about how we would reach a good number of people, bring them together and have a conversation. People are eager to know more but are overloaded right now

**Decision:**

1. Clarify how we talk about MAC, committee purpose, why we are why you would join.
2. Access to Healthy Food:
  - a. Internal committee work: Support the work to help people feel more connected to the food supply chain (especially those providing for our basic needs), referencing Port Townsend Co-op's diagram.
  - b. Explore ways to have meaningful conversations with members )about health food access (later in the year due to COVID)
3. Member benefits:
  - a. Research how consumer co-ops that are not food co-ops talk about member benefits (we already have NCG data for food co-ops)
  - b. Explore how to help people feeling connected to their Co-op
  - c. Think tank role - benefits of being a member, why join (economic resilience) feedback on benefits updates, possibly with a mini focus group approach.

*Noted:* Clarifying MAC's role, member-owner connection to the co-op, member benefits, and access to healthy food are all connected.

**Closing:** March MAC meeting will be one week early due to the annual meeting on March 31.

**Next meeting: Wednesday March 24, 2021 at 5:30 pm via zoom teleconference**