

TPSS Membership Committee
September 9, 2013, 7-8:30 pm, Silver Spring store
8309 Grubb Road, Silver Spring, MD 20910

MINUTES

1. Check-In/Agenda Approval (Discuss/Approve)

Present: Steve Dubb (committee chair), Sherri Collins (TPSS Outreach Coordinator), Emily Townsend (scribe), Alice Richardson, Dan Robinson

Meeting called to order at 7:05 pm. Agenda approved with amendment that we are approving minutes from 2013 not 2003.

2. Approval of Minutes of July 22, 2003 (Approve)

Minutes approved for July 22 2013 as amended, changing item 4's "Items for next newsletter" to "Items for future newsletters".

3. Fall 2013 member-owner meeting planning (Steve, Sherri) (Discuss)

Member-Owner meeting will be Saturday, October 19th, 2-4pm at Historic Takoma.

Agenda

- Arcadia Food Hub speaker
- Gm Report
- Board report
- candidates statements/q&a

We will do setup from 1:30 – 2:00. Meal at 4pm will be in the parking lot at the Takoma Store or in the store basement if raining. Will have microphones. Sherri is handling catering, may be Mexican. Publicity plan: e-mail blast, receipts, register screens, in-store postings and near timesheets, postcards get mailed out. Sherri discusses with staff and in the staff newsletter. (October is co-op month.) Emily will update flyer. Once we know how many people are running for the board we'll know timeframe for how long each candidate speaks.

4. Newsletter update (Sherri) (Discuss)

Sherri will remind Matt and Jaz of their expected contributions for newsletter (CCMA and dog interviews). Steve will do a board report. Emily will write a short blurb enticing people to hear about Arcadia food hub. Dan will write something about finance. **Deadline is next Tuesday, September 17th.** We'll also have pictures from 4th of July. If anybody wants to send a holiday recipe or warm soup recipe. Photos & articles about the cheese tastings.

5. Harvesting volunteer education efforts (Emily) (Discuss)

We've asked the city for permission, we're going to do a garden space near the mural (south) wall of the Takoma Store. Volunteer middle and high school students will tend for community service hours. All produce will be sold in the store and profits will be donated to non-profit designated by students. Expect to get started October. Senior citizens health fair next week at the TP Municipal building with volunteers, and one at the hospital too.

The Takoma Park Street Festival is Sunday October 6th and board members usually come table. Dan, Steve & Emily all confirmed they will take a shift. Sherri will send an e-mail around to board members asking for shifts.

6. Web communication strategies (Sherri) (Discuss/Approve)

Paul maintains the website and has been adding new content. Broadcast e-mails are looking good, are going out about twice a month. Have included a “run for the board” message. Some things go on app as well.

7. Latino outreach update (Sherri) (Discuss/Approve)

Last Wed in Sept and first Wed in October Sherri will be at Crossroads Farmer’s Market, giving bags away and info about the co-op in Spanish. Sherri will send an e-mail to Michele at Crossroads and see if there are any co-op members in that organization who might want to run for the board.

8. Educational series brainstorm (All) (Discuss/Approve)

The farm series last January was very successful. There was a permaculture workshop this last Saturday. The next series in October will be workshops: making homemade soap, dream catchers, lotions, mandalas, scarf dyeing with natural materials, etc. Will be held in store basement or outside, because Historic Takoma is not keen on having us make messy things in their space. All volunteers are teaching the classes. Sherri has talked with Mike Tabor about another series in January. She wants it to be different people for new perspectives.

(. New Business (Discuss/Approve)

Budget for Membership (both Board and operational budget): Discussion of the Board’s budget that it sends to membership (newsletters, member mailings and member-owner meeting, posters and other expenses for elections) and the Outreach budget from the GM. (Currently all marketing goes through GM.) At the last board meeting it was discussed whether the newsletters, member meeting etc should be part of the board budget or operational budget. So at next meeting Steve would like to discuss what are those expenditures.

Dan just came from an OTBA meeting: Could engage TPSS members? How do TPSS customers overlap with customers of other stores in Takoma Park. Dan would like to discuss **strategic relations with OTBA**. Steve clarified that the OTBA money does not come out of the Outreach budget. How could this be a more collaborative relationship?

Membership list compliance with audit requirements: Dan as board treasurer/chair of finance & audit committee has been working on prior year audit. One outstanding issue is that we don’t have accurate addresses for all members. We have one year to update the membership contact list to be accurate. When Marketmaster got switched to Catapult, it messed up contacts. Sherri has her own Excel database that she keeps separately from Catapult, since she started doing membership. When postcards get returned by USPS as undeliverable those addresses get deleted from her Excel database. When people sign up or update their info it goes in there. She has 5060 names in there, which is only half of what she’d want. She also has a list of inactives, meaning we don’t have any accurate contact info for them. Its going to be used this year in

October for postcards. Registers have update cards. Dan says we need to be able to verify with auditors that we have accurate list of members. If we have chunks of equity/money that we can't identify an owner for, we need to clarify that. We have a list of "active" members which means we have an accurate address/contact info for.

We have members who moved away, they can give their membership share back. Look in Catapult, or old database in MarketMaster and look at Sherri's Excel list. She has no way of verifying members from back in the day. If somebody comes in and claims to be a member and she cannot verify she may decide to make the account active but makes extensive notes in Catapult and Excel list to keep track of whatever we do know. MarketMaster began being used when they moved from the Sligo Avenue store.

Alice wants to discuss: Member workers and how are they used to promote the co-op and how are they educated about the co-op and how they are heard. Steve suggested that **member-worker education and utilization** are in the purview of this committee, but representation is not part of this committee.

Recurring items:

Member-owner meeting planning

Newsletter recap

Web communications strategy

Latino outreach update

10. Meeting Evaluation & Wrap-Up (Discuss)

Meeting adjourned at 8:20 pm.