

Notes on membership Committee meeting- 11-13-2018

Present: Diane, Leandra, Mike, Fred

1. Update on solicitation policy

It's now final and policy is in effect. It will be posted on website. Candidates will be informed of the policy.

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2. Use of lot-

It was agreed it could be helpful to reach out to membership about how to use the lot. Discussed ways to reach out to members for ideas. For now there are no fees for the use of the lot.

3. Agreed we should try to get more member emails. Would help with communicating with membership and would save on postage. At checkout it's marked when there is no email for the member. We can use this as one way to get more member emails by reaching out to members at the counter. Might also do a mailing to members without email addresses on file. Agreed that there will be some members who don't have or don't use email and we should continue to be in touch with them through regular mail and other means.

4. Newsletter-

Agreed that some kind of a regular newsletter was a good idea. Thought it might be best to base the newsletter on a compilation of a regularly updated, ongoing blog posted on the Coop website. A compilation of blog posts could be sent out as a regular newsletter once a month. The blog would include happenings at the coop, news of the coop and links to informative, interesting, relevant articles and other materials. There could be different contributors to the blog, including members. Possibility of making a hard copy of newsletter available in store.

There are forms for Coop newsletters provided by coop assn that we should look at.

5. How do we reach out to the hard to access coop members or potential members in the community? Identify some apartment buildings and post things on bulletin boards. Have meetings like was the one held over the summer. Develop relations with people in those buildings to help make people more aware of the Coop. Compile a list of the buildings with residents who are harder to reach. Victory tower would be one.

6. Discussion of ideas for engaging members:

-education- kids programming, movies,

-fund raising for community, environmental, "good food" causes

-do something to help the coop beyond fundraising

- input from members on charitable work of the coop- deciding how donations are made.

7. How do we implement these kinds of efforts and develop other ways to increase member participation-

Maybe we should have a project/committee that looks at how to encourage membership participation.

Goals could be: increase member loyalty; keep people shopping here; get more members; consider ways that members can serve the coop and the community; make Coop a stronger community institution.

Member survey might be a part of this.

Form a group to think this through. Could be board members, coop members, staff members. A goal of this group could be to develop a specific plan for improving member interaction.