



Board Meeting Minutes

4.17.2014

Attendance: Alejandro Rugarcia (*Staff Rep*), Fern Moore (*Board Observer*), Micheal Snow (*Facilitator*), Niki Bilodeau, Mohammed Al Sökkary, Dani Madrone, John Regan, Isabella Rogol, Teresa Young, Erin Genia

Absent: Josh Simpson

Agenda

Agenda Review

Announcements

Mission Statement

Commitments Review

Member Comment

Member Database / Catapult

Staff Report

3D rendering of the Westside Remodel

Board Pictures and curriculum

BREAK

Task force #4 recommendations

Committee Reports

Communications

EXECUTIVE SESSION

Announcements

- Josh will also not be attending
- Harry is sick, he will not facilitate
- Micheal will facilitate tonight's meeting
- Dani was accepted into the MPA program. She will miss the October and November meetings. She will uphold her other responsibilities on committees.

Commitments Review

- **Alejandro will create the Board of Directors board**
Pending, the Board should think about content and the overall picture composition. Jeff will attend a future meeting
- **Alejandro will coordinate with MCAT about the Board board placement within the stores** *Pending.*
- **Fern will contact the newsletter about the Local Committee** *Complete*
- **Fern will see if Maxim can attend the Board meeting next month to present the 3D rendering of the Westside reset** *Complete*
- **Fern will email Josh and Teresa the Eco Planning charter** *Complete*

Member Comment

- *Fred* – A supporter of the boycott. Would like the Co-op to take steps to strengthen Palestinian economic ties. What has been done and what will be done? He would like a response via email or now. John R. asked if there was a program in mind. If the goal were to tie economics between Israel in Palestine and encourage cooperation on all levels, He would like the board to consider any concrete ideas to further this.
- *Mostafa* – from the Olympia Free Clinic, would like to post flyers in the stores and on the windows. The Board requests that they laminate them and consider adding color. They will send final draft to Alejandro.

Proposal:

The Board approves the posting of the Olympia Free Clinic signs on the windows of the stores

Consent

Member Database and Catapult

See Attached Document #1

Staff Member Mo attended to present. We began looking at this when we upgraded to Catapult as our POS system. They are not sure what the Member response will be to this change, but see that it is important that everyone is behind it and are careful and accurate with information and make it easy and comfortable at the register.

Dani asked about the Implementation timeline. Mo answered that it will not be set until after the Member Forums and we can gauge the response, questions and concerns. They imagine waiting until next year if there is process with the memberships, if there is not an over whelming response they will shoot for fall.

John asked if we plan to track customer purchases. Mo answered that the system may do it by default. What we would do with that information or would we track it has been yet to be determined. John wonders if there was a do not track option. Perhaps we would need to see what is possible. A lot of stores sell the information, or feed it into their own marketing. We absolutely do not have plans for this type of tracking.

Our membership software needs to be updated badly, we could purchase another database, but we have the capability within the new POS to hold our database and many other co-ops use this POS function. There could be tech support fees, but we are not sure.

The front-end department will be making decisions on how to use the systems within the stores at the register. Overall, We hope this would allow us to better serve the membership.

Micheal asked if there is a backup server? Yes, but James our Tech person would have more information on this.

Question about those who do not want a new card, they will look into what options are available in that case.

The Board will wait to decide on this change until after the Member forums.
May 31st and June 1st are the working dates the member forums

We will re address this at the June Board meeting.

Staff Report

The Big Picture CAT is working with the accountability system and survey results. They will be working meticulously to enhance the accountability system and the passage through that system. The five new hires are trained and working in the stores. One staff member has retired. The Working member program is being evaluated and a task force will be created for this work. There is also a new task force to review the discount structures at the co-op.

The Board appreciated reading the exit survey of a Staff member. They would like Board members to do write exit surveys of their own.

3D rendering of the Westside Remodel

Fern presented the Final Draft of the Westside Remodel that is planned for the last two weeks of July and the First two weeks August. These weeks are historically our slowest sales period at the Westside. More will be coming to the Board and the Collective as plans are solidified. They hope to present a comprehensive plan in June.

Task force #4 recommendations

- ***Teresa will send out the task force #4 report to all.***

Committee Reports

Co-op Development - drafted and consented to the vision and statement for purpose.

Vision: We commit to building a vibrant, inter-cultural cooperative network in our community that includes current cooperatives and expands beyond them. We commit to improving access to the goods and services offered by these organizations. We commit to supporting groups seeking economic self-determination through cooperative practice, and to letting social justice and respect for differences guide our work with one another and our community.

Statement of purpose: NAME, a network of cooperative organizations and allies in Washington's South Puget Sound area, promotes community and self-sustainability among cooperatives through popular education, mutual assistance, and social and cultural activities.

We work to increase our own capacity as well as to offer resources for groups organizing for economic self-determination, with a focus on worker-owned and collectively managed workplaces. We work to develop infrastructure to support groups in growing a local and regional cooperative community."

Finance – did not meet. Sales have been strong at both stores

Personnel – did not meet

Local – will meet next week. They are seeking two new members at large for the committee.

Standing Hiring – have not met. They will meet next week.

Member Relations –Will be holding forums for Members about the membership database and addressing communications within the Co-op in May and June. They also talked about the Roundup program at the registers and the developing process proposal. They will be attending the Front End meeting for feedback on that work. They also talked about doing more tabling this year and continued their work on the Member handbook development

Expansion- The Garden Center construction is nearly complete. Working Members are being solicited and trainings are being planned. They are hoping for a soft opening date May 17th and a larger, publicized June 7th Grand Opening Party.

Eco Planning- Dani responded to Thad Curtz and forwarded the email to the staff members on the committee. This work was not budgeted for in 2014, The Staff Members on the committee will allocate budget funds to revive the committee in 2015 with Board and Member at large representation.

Board Staff relationship – survey results have been compiled. They will be meeting next week to review the themes and develop recommendations on next steps.

Communications

Proposal:

The Board approves the letter to feedback received

Consent

- **The Board would like Grace to draft the letter to the Staff outlining Harry's recommended four points before releasing the documents on the blog.**
- **The Board would like Grace to upload the documents to the blog with an introduction and an update on the lawsuit on blog.**

- Dani will also include a note in the Board Report referring people to the blog.

Commitments

- **Teresa will send out the task force #4 report to all once received from Harry**
- **Dani will send out the draft of the board report**
- **Alejandro will check in with Grace about board communications**
- **Alejandro will coordinate with the Olympia Free Clinic around posting their flyers in the stores**
- **Erin will compose an article on Free Speech for the Newsletter**
- **The Board would like Grace to draft the letter to the Staff outlining Harry's recommended four points before releasing the documents on the blog.**
- **The Board would like Grace to upload the documents to the blog with an introduction and an update on the lawsuit on blog.**

Meeting Eval

Facilitation was loose, having an outside facilitator is integral.

Attached Documents

1. 4/15/14

To: BOD re: Membership Database and Catapult Integration
From: Mo and James, Membership Coordinators

Background: Some of you may remember last year, right about this time, we were preparing to convert our POS system to Catapult. I came to staff and board to talk about the possibility of moving our membership database into the POS server, integrating the information and making significant changes to our membership systems. We ended up not pursuing that change last year, but now I'm back! And James and I still want to recommend that we move our database into Catapult.

There are issues with our membership systems that don't have to do with this database change, and without determining which is of more importance, we feel that making a change to the record keeping of our membership information should happen before we pursue any other changes to member dues, fees, low income or senior requirements, etc. The issue of discounts is also being handled in a separate process, which you'll hear about soon.

Why convert to Catapult? What are the Pros?

1. **Increased accuracy**—Dues payments and fees are not being recorded onto member's records consistently or accurately. Many shoppers believe they are active members but are not active in our database, often due to problems with mailing addresses or dues payment history. Integrating the membership information with the point of sale system will ensure that we know when and how much members have paid into the system and will also allow us to frequently and easily inform members when they need to provide us updated information or renew memberships.

2. **Improved register interactions** around dues, membership status, and applying discounts—we will have more options for members to prove membership status, such as bar codes on cards, member numbers, being looked up by phone number, etc. Members will also have more privacy about their membership type and discount status, as those things can be automatically factored in once the register knows a member's number. Cashiers will no longer have to make sure separate paperwork is filled out with dues payment or refund information, as that will happen right away.
3. **Save money-software already paid for!** Our current database software, Filemaker Pro, is outdated and is a bit of a dinosaur in the realm of database management. We could pull better reports and do more with updated software. The database currently holds over 70,000 records (active and inactive members), which is more than double the amount we had when we started with Filemaker. Even if we just wanted the newest version of Filemaker, we'd have to pay for it, and Catapult is already financed. We would also have instant backups and there may be other labor savings by making this change. We would not need to maintain separate computers at the register stand either.
4. **Ability to pursue other membership/organizational changes-** If we want to change legal status and do patronage refunds, we would have to use catapult. We could also pursue marketing strategies and revise requirements for active membership status (such as must shop once/year instead of must maintain current address to remain active).

What are the cons?

Well, change is difficult, just like computers. There is concern that some members may not be behind this kind of change. Some members might be worried that we want to track their purchasing information, and yes it's true that we can do that with the catapult system integrated with membership records. But we have no plans to sell that information to the highest bidder, or do anything else that would compromise our organizational values. Others might feel that these database systems are impersonal and they like to be known by name and not by number. There are probably more than a few attached to saying "I'm Pink!" who will and already have resisted changes to membership systems, they might find plastic cards just icky.

Are these true cons or just concerns that some have? We will have to see, which brings us to **Member Engagement:** Membership and Member Relations and Outreach CAT have begun discussions about staging a couple of member forums or engagement events to bring up this change as well as some other interesting stuff coming from the Co-op Conversation. Those should take place in May and June, the dates we are currently working with are May 31 at 10 am and Weds June 4 at 6:30. This change has been brought up in two newsletter articles so far, with no questions posed or feedback received yet. We'll do some facebook and blog posts as we work to get the word out about this, and Member Relations members are planning to do some tabling at the stores as well.

If you have suggestions about how to handle the member engagement on this, feel free to let us know. At this point, we are looking to educate everyone on why we want to make

these changes and need Staff and Board to help us to promote it to the general membership and join us in looking forward to the benefits.

Decision! Timeline! Once we have finished our research, answered our questions, and tested the waters of our members and volunteers, membership will create recommended changes and a proposal will be made to staff to make this operational decision for the organization. Depending on the response we get from the membership, we may be able to start the conversion process this fall, which tends to be the busiest “season” for membership renewals.

What else do you or we need to know to move forward on this?

Next Meeting

Agenda review

Member comment

Commitments Review

Staff Report

Committee Reports

Task Force # 4 report and next steps

Staff Board Relations charter proposal

Decisions Out of Meeting

1. March Minutes via email

Proposal:

The Board Approves the March Meeting Minutes

Consent

Stand Aside – Micheal Snow, Teresa Young,
Isabella Rogol