



LOCAL. ORGANIC. EXCEPTIONAL FOOD.

LA MONTAÑITA COOP FOOD MARKET

Meeting Minutes

Board Committee: Membership Engagement Committee

Date of Meeting: April 11, 2017

Attendees	<p>Core Team: Rhonda Zaragoza(ABQ), Isabelle Kessiek(ABQ) Anne Watkins(SF),</p> <p>Other Members: Peg Luciano, Rob Dixon, Loren Kahn, Nissa Paterson, Greg Gould, Sterling Grogan, Benjamin Bartley</p>
Key Discussion Items	<ol style="list-style-type: none"> 1. Committee reviewed draft Charter – Made some more changes and it will be sent out for review 2. Discussed the need to work electronically to get everything done 3. Annual Survey – Delay release to July <ol style="list-style-type: none"> a. Discussed how it needed to be revamped so strategic recommendations could be made based on the data b. Eliminate or reduce the number of questions that can be taken directly out of the Point of Sale System c. Ensure that Marketing is involved so they too have the data they need for campaign development d. A sub-committee was formed and will meet on 17 Apr, 3:30pm in the Support office to begin work and email results to the rest of the team. <ol style="list-style-type: none"> i. Will lay out a timeline to get to Board approval
Key Action Items	<ol style="list-style-type: none"> 1. Survey <ol style="list-style-type: none"> a. 19 Apr – Sub Committee send out draft of survey questions to Committee, Marketing, CRO and COSO b. 26 Apr – Recommendations due back to Sub-Committee <ol style="list-style-type: none"> i. Need a member to compile and present at the Membership meeting May 9 c. 12 May – E. Wheeler present to the Board for approval at 16 May Coop Monthly meeting. 2. Charter <ol style="list-style-type: none"> a. 21 Apr – Send to Committee members for comment b. 28 Apr – Comments due back to E. Wheeler