

TPSS Membership Committee
June 10, 2013, 7-8:30 pm, Silver Spring store
8309 Grubb Road, Silver Spring, MD 20910

MINUTES

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

Meeting called to order at 7:19 pm.

Present: Steve Dubb (committee chair), Sherri Collins (TPSS outreach coordinator), Kahlil Yanes, Emily Townsend (scribe). Items involving Dan tabled. Asheville follow-up changed to CCMA follow-up. Agenda approved as amended.

2. **Approval of Minutes of May 13, 2013** (Approve)

Spanish corrections removed from minutes, then approved as amended.

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

Request from Nominations committee that it occur on October 12th or 13th. Voting begins October 8. October 14th is Columbus Day. Current plan is for nomination statements due on September 29th. Deadline for newsletter is Sept 3, but we could hold off. If nominee packets were due Sept 17th and move the newsletter deadline to the 17th, we could have newsletter in the stores on the 26th. If we had everything in on Sep 22, then the newsletter would come out October 8th. So we are thinking **October 19th, from 2-4pm for member owners' meeting**, with candidates' statements due on Sep 22, voting starting and the newsletter coming out on October 8th. Location: Historic Takoma.

Agenda:

Possible speaker: Arcadia food hub, Emily will contact.

GM report

Board report

Financial report

Meet the Candidates

Strategic planning member input

4. **Newsletter update** (Sherri) (Discuss)

There are 7 articles, and Sherri is hoping that everything will be ready to print tomorrow. Lots of pictures from Earth Day and Member Owners' meeting. Future articles for the October /Nov/Dec newsletter: fourth of July pictures, pictures from street festival that will have just passed, information about board candidates, board report from Steve, helpful hints on winter stuff, winter recipes, something about expansion (Ken?), Jas' dog may interview candidates pets, picture & articles on CCMA.

January newsletter: signing up for a CSA (Emily)

5. **CCMA follow-up** (Jas) (Discuss)

Jas went to three sessions that are related to our committee. Attracting minorities in your neighborhood, but presenter didn't show up. Second: How to engage your members. One on one interaction with members is very important to engage members and get talent from

members. He was a consultant selling his two-day workshop. Third: Ten-minute ways to engage new members. From Davis (very large co-op): Storytime, bring people to co-op not just to shop, patio with soda & beer (labeled as a restaurant), cooking classes which they charge \$25-\$50 for, they don't have their own liquor license, but they partner with a local liquor store to have wine & cheese events, when events are charged \$15 for entrance, they might give a \$5 coupon toward the co-op. If people bring a coupon for a competing store, get a free smoothie. Local beer brewery made them a co-op label beer, which sold well. (We notice that the Takoma Foundation's beer fest does very well.)

6. **4th of July event** (Dan, Sherri) (Discuss/Approve)

The fourth of July float is almost assembled, needs to be painted. We might take photos of products on our shelves to be background items in cart. Paul has put invitation to be in parade on web and Facebook. Super Thursday e-mail blast might mention also. He will also do register tapes. A couple of people have already signed up. Will need 3-4 people inside the cart and 6 people outside the cart. Abdi is thinking we might give away water if we get a good deal. Environmental concerns with plastic bottles; Steve thinks we should give away coupons instead. Maybe 10% off coupons. We will be towards the front this year.

7. **Web communication strategies** (Sherri) (Discuss/Approve)

Nothing needs to be discussed.

8. **Latino outreach update** (Sherri) (Discuss/Approve)

The form is translated now. Sherri went to a Community Outreach event at Long Branch Community Center put on by Impact Silver Spring, they had one food truck with hot dogs, hamburgers, cheese steaks and hoagies, sodas. Probably need pupusa trucks, other food trucks. Lot of musical entertainment, which went well. TPSS did clay, which you could paint or color. That was a really big hit, had to make people leave the table. Gave away all the coupons, business card size, \$5 off on \$40 or more. Coupons say what event they were given away at. Got 5 coupons in so far. Also went to a Summit Hill Pool party, gave away coupons there. We might go to Crossroads again, in the past it was face-painting and free bags, but we might just go with no booth and pass out coupons. Steve: Maybe we want to include boxes to check for ethnicity/other demographic data on our annual customer survey, which is something proposed by upcoming policy revisions.

9. **New Business** (Discuss)

- Member-Owners' meeting
- Newsletter update
- July 4th report
- Web communication strategies
- Latino outreach update

10. **Meeting Evaluation & Wrap-Up** (Discuss)

Meeting adjourned at 8:15. Next meeting July 8th in Takoma Park at 7 pm.