

TPSS Membership Committee Meeting
Tuesday, January 14, 2014 – 6:00-7:30 Takoma Park store
201 Ethan Allen Avenue, Takoma Park, MD 20912

MINUTES

Today is: Tuesday, January 14, 2014 – 6:00 PM

Minute-taker: Kahlil Yanes, Chair (KY)

In attendance: Emily Townsend (ET), Kahlil Yanes (KY), Tess Morrison (TM), and Sherri Collins (SC).

Action items denoted with arrow (➡)

Agenda was approved at 6:05 PM

Introductions:

The committee talked about what really means to have a culture of service and how we can engage our membership. We talked about topics regarding: customer/member experience when they arrive at the co-op, our members' knowledge of what the co-op does/is, the educational component of the co-op, past events, what does it really mean to be part of the co-op.

In 2014, with our actions and events, the Committee will strive to keep alive our commitment to a culture of service, to continue providing a friendly shopping experience, and to engage all our members, staff, and shoppers by providing them with interesting and educational events.

Ongoing Business: Calendar for the Year

The committee members reviewed the calendar of events for the year 2014 and made additions, edits, and recommendations to the calendar (Please see last page for final revisions).

The committee decided to meet every second Tuesday of the month at 6:00 PM. Any changes to this schedule will be sent in advance by email.

➡ KY is in charge of emailing the Board of Representatives regarding when the Membership Committee meets – COMPLETE

➡ KY is in charge of adding the monthly committee meetings in the Board Google calendar. – COMPLETE

Ongoing Business: Newsletter

The newsletter deadlines are set for the year.

➡ KY is in charge of emailing the Board of Representatives regarding the deadlines for the newsletter – COMPLETE

We talked about the possibility to add the newsletter as an attachment or as a link in a mass email to the membership.

➡ KY will contact Paul Richards regarding the possibility of doing this.

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Current Business: Support for Staff

Because one of our goals is to provide support for staff as much as possible, the Committee asked SC what kind of help she would require from the Committee (and Board) during events.

SC stated that she would like to have volunteers to help to set up and break down during events. Another important point is that SC will want volunteers to work tables because that would free her to focus on other parts of the event logistics. Also, she needs volunteers who can take pictures during events because then those pictures can be used in the newsletter. Finally, she mentioned that providing contacts or invite people to participate as guest speakers would also be beneficial.

The committee will strive to provide staff with needed help.

➡ KY is in charge of letting the Board of Representatives know whenever there is an event that needs volunteers.

Future Business: Membership Meeting

The committee brainstormed ideas on the next Membership Meeting happening in May. KY hopes to make the meeting fun and to have a carnival flavor to it. The committee will continue exploring different ideas to make the next Membership Meeting engaging and fun.

➡ ET will ask the speaker that was not able to make it to the last meeting if he would be willing to be the keynote speaker for the meeting.

Question Bucket: This is a place to answer any questions about Membership in general

1) KY asked the Committee if it would be a good idea to engage entry-level staffers and ask them to participate during events as volunteers, maybe adding the possibility of a stipend.

-- SC stated that entry-level staffers already help her during events.

2) KY asked if it would be a good idea to send personalized handwritten letters to new members as a way of welcoming them into the co-op and make them feel special and engaged. She volunteered to write them all.

-- The Committee thought it would be a good idea but it is a time consuming task. SC stated she did not have the time to do it but other members said they would be willing to help KY write some cards. In order to protect member information only first names would be provided.

3) SC asked if it would be possible to change the method of informing our members regarding the bi-annual Membership Meetings. At present time the co-op spends \$ 3000 in mailing notices to all members. She asked if members could be given the option to opt-in for electronic communication.

➡ ET will take a look at the bylaws and possibly draft a request for the Board to consider adding the paperless opt-in option in the next mailing.

4) KY asked if it would be possible to have a big calendar of events visible at the entrance of the store.

-- The committee commented that there is limited wall space at the entrance of the store.

Water Cooler: These topics will be covered during the next meeting

Latino Outreach & Membership list audit compliance update.

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Membership Committee Calendar 2014

	Newsletter	Committee-Led Events	SC Events	Meetings @ TP Store
January			<p>8 (10:30am) Story time resumes – Every Weds.</p> <p>4 Grand opening of Little Free Library.</p> <p>18 MLK Service day – cleaning day</p> <p>25 (1:00pm) Food and Public Policy Series – Program on food, agriculture, environment and public policy</p>	14 (6-7:30 PM) Committee Meeting
February			<p>1 (1:00pm) The Farm Bill. The specifics on the organic challenge and FSMA</p> <p>5 (10:30am) Story time – Every Wednesday</p> <p>8 (1:00pm) Food safety modernization and its impact on our Co-ops and family farm</p> <p>8 Valentine arts & crafts</p> <p>9 (2:00pm) Takoma Park Play Day</p> <p>15 (1:00) GMOs and how legislation might impact Maryland consumers</p> <p>22 (1:00pm) Health of the Bay and its impact on food, farmers and consumers</p>	11 (6-7:30 PM) Committee Meeting
March	<p>4 Deadline Newsletter for April-June Issue</p> <p>Email: outreach@tpss.coop</p>		<p>1 (1:00pm) Impact on US agriculture policies and Maryland consumers</p> <p>5 (10:30am) Story time – Every Wednesday</p> <p>22 (1:00pm) TP/SS candidates running for county office and their policy on food, agriculture and the environment</p> <p>29 (1:00pm) Progress in the Maryland general assembly on food, agriculture and the environment</p>	11 (6-7:30 PM) Committee Meeting
April		<p>27 (10:00am) Earth day celebration</p> <p>Looking for volunteers to:</p>	<p>2 (10:30am) Story time – Every Wednesday</p> <p>4 Takoma Children’s School Gardening – TBD</p> <p>5 UMC Health Fair – TBD</p>	8 (6-7:30 PM) Committee Meeting

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		Info Table Set Up Break Down Take pictures	13 WAH Health Fair – tentative date 19 Easter Egg Hunt – TBD 28 Field trip – TBD	
	Newsletter	Committee-Led Events	SC Events	Meetings @ TP Store
May		15 Membership meeting - TBD Looking for volunteers to: Set Up Break Down Take pictures	1 (10:30am) Story time – Every Wednesday 4 (8:00am) 5 K run 4 (10:00am) Art Hop 4 (12:00pm) Takoma House Tour 9 & 10 (12:00pm) Foot prints for Mother’s Day 16 NIH Bike to work day – TBD 24 & 25 (12:00pm) Tye-Dye	13 (6-7:30 PM) Committee Meeting
June	3 Deadline Newsletter for July-September Issue Email: outreach@tpss.coop		4 (10:30am) Story time – Every Wednesday 7 Takoma Park Play Day – TBD 16 to 20 (10:30am) Elementary Field Trips 25 (10:00am) CTP Wellness Fair	10 (6-7:30 PM) Committee Meeting
July		4 Fourth of July Parade Looking for volunteers to: Set Up Break Down Take pictures Help build a float Walk in the parade		8 (6-7:30 PM) Committee Meeting
August				12 (6-7:30 PM) Committee Meeting
September	2 Deadline Newsletter for October-December Issue Email: outreach@tpss.coop			9 (6-7:30 PM) Committee Meeting
October		Membership meeting - TBD		14 (6-7:30 PM) Committee Meeting

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		Looking for volunteers to: Set Up Break Down Take pictures		Meeting
	Newsletter	Committee-Led Events	SC Events	Meetings @ TP Store
November				11 (6-7:30 PM) Committee Meeting
December	2 Deadline Newsletter for January-March Issue Email: outreach@tpss.coop			9 (6-7:30 PM) Committee Meeting