

**Minutes**  
**Regular Meeting**

Board of Directors of the Arroyo Food Cooperative, Inc.  
Pasadena Jewish Temple and Center  
1434 N. Altadena Drive  
Pasadena, California 91107  
December 2, 2010

**CALL TO ORDER, 7:04 p.m.**

**Directors in attendance: Alexandra Berrie, Kathy Kennedy, Ginko Lee, Patrick Reagan, Joseph Shuldiner**

**Other members in attendance: David Cutter, Winston Mi**

**Moved** to invite Winston and David to speak in our meeting, while noting that only board members can vote. **Passed unanimously.**

**Moved** that Ginko can speak at the beginning of the team leader reports. **Passed unanimously.**

David Cutter introduced himself. He's on the Arroyo Time Bank Board, and has started with Transition Town. This organization is now the largest grass-roots response to peak oil. David, on behalf of TransitionLA, wanted to extend an introduction to the AFC.

**CONSENT AGENDA** (Directors can move to discuss these under current business. Otherwise we'll vote to approve them all at once as a time-saving strategy.)

- reports and statements: member owner report, site traffic report, financial statement(s)

**Moved** to accept reports into the meeting minutes. **Passed unanimously.**

**GENERAL ISSUES**

1) Ginko suggested that we hire part-time staff for help with routine tasks.

**Moved** that we call a meeting to discuss exploring options to find help to deal with routine tasks. **Passed unanimously.**

2) Ginko described the offer by Gabriel Cook, professor of psychology at Claremont McKenna, to do market research on behalf of the AFC.

3) Ginko described progress on the member-to-member discount program

**Moved** that we agree that we want the Benefits with Friends programs initiated and that we find someone to head that up. Toward that end, Alex will write the help ad. Alex will screen respondents and send them to Ginko. **Passed unanimously.**

**TEAM LEADER REPORTS**

**Product Sourcing Team, TBD** (Interim: Patrick Reagan)

- Shall we revisit the Product Sourcing Guideline and Unacceptable Ingredients List? Approval is still needed for release to membership.

Patrick: since our last meeting, nothing has happened.

- Revisit suggested changes for the Co-op Mission statement:  
“ **The Arroyo Food Co-op will strive** to engage the ecologically aware hearts, minds and **palates** of our area, no matter what their household incomes, by offering the most earth-friendly **and socially conscious** grocery products and services available...”

**Moved** that we table this discussion. **Passed unanimously.**

**Membership Team, Ginko Lee**

1) Report on monthly activities for November 2010

Kathy: We are tabling at the Victory Park and N. Lake Farmers' Markets.

Ginko: Last month Victory Park was very successful. People are getting used to us. At the Altadena Urban Farmers' Market, 15 volunteers were coming and going, such as Valerie at the Book Swap and Marlene cooking cranberry cake. The craft table was popular with little kids. That way their parents stay and we get to talk to them.

2) The Membership team is transitioning to new leadership.

Kathy will lead the team. Brian Chiu and Laura Manning agreed to be assistant team leaders.

3) Budget for the Holiday Party on December 16, 2010 (Thursday)

We will hold the meeting at the Cheese Store of Pasadena. One musician will be playing classical guitar. We will present a slide show of the New Agrarians farm tour taken by Deborah the photographer. We will hold an award ceremony to congratulate people who participated in the Victor Challenge and Ginko Challenge. We can bring wine from Trader Joe's. We will charge \$13 a head. Laura Manning is the point person on RSVPs.

**Bricks and Mortar Team, TBD (Interim: Patrick Reagan)**

- still waiting on equipment availability confirmation

No word from Co-opportunity about it.

We have the revised floor plan that Thomas created. Can we print it to show at the holiday party?

**Moved** that we approve this prototype as a discussion point and emphasize that this will not necessarily be how the store will actually exist. Motion failed.

**Finance/Admin Team, Patrick Reagan**

- We had one expense: renew the altadenawantsacop.com domain name. \$13.04. Patrick requests reimbursement.
- Patrick was interviewed by the Pasadena Patch, and the South Pasadena Patch picked up on it as well.

What to do with our cash? Patrick has done more research.

Savings accounts give us an opportunity to develop relationships and earn interest. He visited three.

**Moved** that we put \$10,000 each in CA Credit Union and Citizens' Business Bank. The account would be a money market. That would leave the rest in our checking account. **Passed** unanimously.

**Communications Team, Ginko Lee**

1) Monthly Newsletter, Progress report

Ginko passed around prototype.

Joseph suggested putting a PDF link on our website and also linking from Facebook.

2) Social Media engagement

People respond to certain postings more than others. We're testing the Facebook entries to see which generate more feedback. We need to have more people involved in providing content.

3) Routine Publicity schedule

There is working on this. This schedule would be for advertising future events – how to get on newspaper calendars, etc.

Adjourned 8:54 p.m.

The Arroyo Food Cooperative's Mission Statement:

“To engage the ecologically aware hearts, minds and stomachs of our area, no matter what their household incomes, by offering the most earth-friendly grocery products and services available. To consistently search for better offerings and to support suppliers that are working toward the same goals. The Arroyo Food Cooperative will differentiate itself in the marketplace by empowering our members with practical product choices, thoughtful education/social opportunities and substantial entrepreneurship encouragement - all with an emphasis on supporting a sustainable local economy and strengthening our diverse community.”