

**Minutes**  
**Regular Meeting**

Board of Directors of the Arroyo Food Cooperative, Inc.  
Cornerstone Lending Building: 33 S. Catalina Ave.,  
Pasadena, CA 91106  
July 1, 2010

1. CALL TO ORDER 7:14 p.m. by Patrick Reagan.

2. ROLL CALL:

Directors in attendance:

Alex Berrie, Kelly McCune, Lillian Montalvo, Kristin Petherbridge, Patrick Reagan, Joseph Shuldiner, Zoubeida Zajac

Other members in attendance: Paul Chaney, Chris and Adana Vargas, Normarie Waybourn

**Moved** that we change the agenda to go in two rounds as last week.  
**Passed** unanimously.

**Moved** to include a public comment section at the beginning of the meeting. **Passed** unanimously.

Public comment: none.

**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.)

- minutes from meetings dating back to April 2010

**Moved** to accept the minutes in the future by e-resolution. **Passed** unanimously.

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

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

**GENERAL ISSUES**

*Policy:*

Proposed resolution: that we require all events associated with our Co-op to agree with our mission statement and, if they offer food, that the items follow our product selection guidelines. That each event will be sustainable in at least one of the following: location, information, or products. That event organizers develop their events to these guidelines. That the board may cancel, by majority vote, any event they decide does not meet these guidelines.

- Resolution discussed, but withdrawn.

*Logistics:*

Planning for the Board retreat on July 10, 2010  
**Moved** that we invite Subir Das to the Board retreat. **Passed** unanimously.

## **TEAM LEADER REPORTS**

### **Round one:**

#### **Membership Team**, Kristin Petherbridge

In the past month, we had the Jameson Brown Coffee Shop Hop. They were warmly receptive to us. Smaller group, but very nice. We had a few technical issues with the presentation. Showed the Michael Pollan video. We got two new members.

Kristin: At the last membership team meeting, Ginko brought up the idea of screen printing our own tee-shirts. She created a screen and printed up a few as a sample.

Farmers' Market – Mia has done research on getting us into other Farmers' Markets. Monrovia a possibility and Montrose is too.

#### **Product Sourcing Team**, Kelly McCune

The product sourcing guidelines are close to being done. The database of vendors met at FoodExpo is also in the works.

#### **Finance/Admin Team**, Patrick Reagan

We did a presentation at Art Center. That went well. Small group, interested. No members, but good to hear feedback.

We can now accept memberships through PayPal online.

Got a call from Bruce at Co-Opportunity about renovation and donating equipment. They have other co-ops around the state that they want to offer some of this stuff to. Patrick said "I'd rather get one of everything than 15 of one thing." He should know more in a couple of weeks, toward end of July. We'll need to start jumping on that.

#### **Marketing Team**, Joseph Shuldiner

The website redesign committee met. Bill Chu knows Drupal. We met w/ him, Luke, Ginko, and now have a "wireframe." The frontpage will have an area for the mailing list, will have HOW TO JOIN. Deborah took pictures from New Agrarians tour and took incredible pics. She's giving

those to us for a credit. Slide show will appear on site. We talked about mini-calendar showing most recent upcoming events.

Kelly:

**Moved** to nominate Lillian Montalvo to be leader of Bricks and Mortar team. **Passed** unanimously.

Round 2:

Kristin:

Café Alibi July 27 upcoming Coffee Shop Hop.

**Moved** that we approve of this CSH. **Passed** unanimously.

Kristin:

**Moved** that the Membership Team proceed with planning a film screening of *DIVE!* and invite the Arroyo Time Bank to co-host this event. **Passed** unanimously.

Finance/Admin – upcoming presentations – possibly Bungalow Heaven. Pasadena Temple. Altadena Country Club. Next week: KPCC videos scheduled for next Wed 6:00 p.m. at Altadena Community Garden.

Adjourned 10:09 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.”