

**Minutes**  
**Regular Meeting**

Board of Directors of the Arroyo Food Cooperative, Inc.  
Altadena Community Church  
943 E. Altadena Dr.  
Altadena, CA 91001  
September 2, 2010

1. CALL TO ORDER Approximately 7:00 p.m. by Patrick Reagan.

2. ROLL CALL:

Directors in attendance:

Ginko Lee, Kelly McCune, Kristin Petherbridge, Patrick Reagan, Zoubeida Zajac

**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.

**TEAM LEADER REPORTS**

**Product Sourcing Team**, Kelly McCune

- We have a draft version of the Product Sourcing Guidelines.

**Moved** to allow Winston and vendor event team to make decisions on vendors based on Product Sourcing Guidelines. **Passed** with four ayes and one abstention.

**Finance/Admin Team**, Patrick Reagan

**Moved** to approve \$24.95 plus tax to order checks. **Passed** unanimously.

**Moved** to join Altadena Chamber of Commerce. **Motion failed.**

**Membership Team**, Kristin Petherbridge

**Event planning**

**200 in 2 weeks campaign:**

- vendor event
- movie screening with Conscientious Projector
- Olive Festival at Cal Tech
- Tabling at other groups' events
- possible Zane Grey Estate event
- possible CSH or Heritage Wine Bar social during this time period

**CSH**

- Café Alibi in July very successful and well attended; several new memberships

**Other events being considered or in the works:**

- Transition event – mid-September – Therese
- Net Impact joint screening in the works – Therese

- Vroman's author event (Bob Gottlieb; Eric Knutzen)

### **Community Outreach/Education**

#### **Dive Film Screening**

~70 attendees, lively discussion, great energy, one full new membership

#### **Brian's Volunteer Orientation**

positive conversation, clarification of fundamental Co-op information, outreach tips and suggestions; several people have requested another session

#### **Tabling**

Farmers' Market

### **Promotions/Incentives**

Print your own T-Shirts in the works

Member button/ID idea

Dan's Challenge 200 – almost there!

Victor's Challenge – please keep spreading the word

**Adjournment** at approximately 9:30 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.”