

Upper Columbia Co-op Council

Board of Directors Meeting
January 25th, 2010-01-25

Present: Zoe, Andrew, Cynthia, Bradley

Regrets: Deirdrie, Corky

REVIEW OF ACTIONS

- 1) Bradley will follow up with Co-ops that have not responded to mailout., Zoe will pursue invoicing
- 2) Next Breakfast. 8am February 16th. Location tentative at Evergreen Café (at Junction). Bradley to confirm location. Zoe to send out email reminders.
- 3) Zoe to look for templates for newsletter. Zoe to solicit input from members. Bradley to call Craft Connection for article.
- 4) Zoe to contact Andrew Earnshaw, Val Mayes. Re; facilitating a strategic planning session in April.
- 5) Member Recruitment: Bradley to look into new gym. Cynthia to look into Grand Forks coop. Zoe to talk to Harrop/Proctor coop. Andrew to chat with Kootenay Savings.
- 6) Cynthia & Bradley to work on PR resource booklet, and report back at February meeting.
- 7) UCCC board members to complete their own co-op's questionnaire, as distributed.
- 8) Zoe to confer with Bradley regarding February 9th presentation to Community Futures.
- 9) Zoe will enquire about local teleconference opportunity for Stefan Zamagni at Canadian Coop Association National Congress in June, and will report on progress to Board.
- 10) Zoe will synthesize the ideas generated and combine with our documented benefits, and circulate to the Board within the next 2 weeks.

Call to order: 9:11 am

1. Agenda – approved.
2. Minutes of the meeting of November 25th, 2009 accepted as circulated

ACTION REVIEW from the November 25th meeting:

- 1) Done (Colleen attended)
- 2) Done
- 3) In the works
- 4) Done – waiting for Craft Connection and KLEEKA. UCCC has enough to move ahead. Bradley followed up. Waiting for their next board meetings.
- 5) Done
- 6) Done. Woodland Park coop did not attend
- 7) Will not proceed at this time. Perhaps to wait for summer announcements. Details to follow
- 8) Not done
- 9) Not done
- 10) Done. John will come to AGM. John may as well come out sooner to visit UCCC members as well

3. COORDINATOR'S REPORT

- Zoe presented her Coordinator's report
- Zoe has met with Colleen twice and set up bookkeeping system on Quickbooks. Will meet once per month. Invoicing for bookkeeping services will occur once per year
- BCICS (now the Centre for Cooperative and Community-based Economy) has seconded a student for use by the UCCC for 120 research hours. Chantal Orr, under Zoe's guidance, has been updating the regional coops' directory. There are about 20 coop names left that have yet to be contacted. Chantal's next step is to contact each co-op to answer some basic questions, distributed with the meeting materials. The group discussed and amended the questions. **ACTION:** UCCC board members to complete their own questionnaire, as distributed.
- If Chantal has any time remaining, she can identify international models of regional cooperation that may

provide guidance and experience to regional coops.

- Promotions
 - o Community Futures. Cynthia and Zoe met with Community Futures staff. Their funding does not currently allow participation in their business planning/ SEP program for those looking to start a coop. UCCC to give 'primer' presentation on coops to Community Futures staff on February 9th, 15-20min presentation, at 9am. Zoe to present. Bradley to attend. Second step to likely present to board. Third step presentation to their members/clients – I.e. business succession planning. BCCA could financially support UCCC to help with this promo.
 - o Zoe will enquire about local teleconference opportunity for Stefan Zamagni at Canadian Coop Association National Congress in June, and will report on progress to Board.

4. CURRENT PRIORITIES

a) BCCA/UCC Dues issue. Member's votes in (2 outstanding). Bradley to followup.

b) Next Breakfast. February 16th. Location tentative at Evergreen Café (at Junction). Bradley to confirm location. Zoe to send out email reminders. 8am.

c) KBCSC/CBT update. Andrew hopes to be in by end of March, a UCCC workstation will be made available.

d) Newsletter Content. Digital. Zoe to look for templates. She outlined suggested content and invited feedback.

- o Declaration of 2012 Year of Coops as central article
- o What UCCC has been up to (Research, Community Futures)
- o Upcoming events (local, provincial, national). Zoe to ask members what they want to include
- o Next 3 morning socials
- o Highlight/interview UCCC member. 200 words. Bradley to call Craft Connection. Picture.
- o First issue out end of February

e) Questions for Coops. Discussed above. The group agreed to the approach of these questions, and offered suggestions for how Chantal might preface the interview.

f) Set Strategic Planning Date. Potential date of Thursday, April 15th or 29th. 9am-1pm. Zoe will confirm after contacting absent Board members and potential facilitators. One representative from each UCCC member will be invited to participate. Location to be determined.

g) Member Recruitment: Bradley to look into new gym at end of Baker St. Cynthia to look into Grand Forks producer/consumer coop, Zoe to send information. Zoe to talk to Harrop/Proctor coop. Debbie at Health coop to get back to us. Andrew to chat with Kootenay Savings.

h) PR Plan Progress. Cynthia & Bradley to work on PR resource booklet. To include:

- o Year calendar
- o Resources (I.e. BCCA brochures)
- o Tabs and sections for each event

It was agreed that we need to set our AGM date and location at the next meeting.

6. BRANDING EXERCISE

- Thank-you Andrew for your comments on Step 1
- All in agreement for Session 1: Core Values
- The group went through the second phase of the exercise, to answer the questions:
Who do we serve? Define our target audience? What are their needs?
 - o We serve our membership first and foremost. Focus on members first.

- We'll also be serving our prospective members, the coop sector, the public, members' members
- What are their needs?
 - Structure for members to meet, education, resources to help them develop their coops.
 - Act as a single voice for coops in our region

and *What is the direct value to this audience (benefits to coops)? What is achieved by delivering this value (benefits to community)*

- Benefits to community
 - Democracy
 - Resilience. Strength to local economy
 - Pride of ownership
 - Social capital (alliances, connections)
 - Local accountability
 - Education.

Zoe will synthesize the ideas generated and combine with our documented benefits, and circulate to the Board within the next 2 weeks.

- Step 3: *What do we Promise?* Will be discussed at the February meeting, after which time Zoe will meet with a designer to pursue the creation of some graphic materials, and circulate for Board/ Member feedback.

**Next Meeting: Tuesday, February 23rd. 9am
Mountain Waters Spa – second floor**

Future Agenda Items

- Branding exercise
- PR booklet
- Recruitment
- Strategic planning
- Update on research (Chantal)
- AGM date & location

Adjourned: 11:05 am