

Outreach Committee
Minutes Sept. 27, 2011

8:00am

Present: Ardis Bynum, Doug Adams, Ron Perrow, Mark Crum, Deborah Helleson and Gina Monteverde.

Ardis asked for comments on status of committee especially regarding Board coherency and its' effect on communication to members.

Deborah- Board needs consensus and unified message to members. Reminded committee that one Board member not present at meetings and she would like to see another community member on committee. She does not feel that she can adequately represent the community alone. She also said that the Co-op should be communicating with members on issues other than rates.

Mark- His main job is to help get the message distributed, not create the message. ** Action Item- how many "hits" on web banner has the Co-op gotten.

Ron- acknowledged that Board needs to have a clearer vision of what Co-op Corner is. He thinks Corner should be written on a rotating basis by Board members. Should be fact based only but reflect individual Board members view on subject. Committee reviews draft/not Board.

Doug- sees the need to give Board a written outline of what outreach committee plans to do. Ask for approval at Oct. Board meeting and then proceed. Goal of Co-op Corner is to present coherent front to members. **Doug to ask Anna from EES to write up a brief explanation on COSA.

Gina-She supported Doug's position and suggested that new GM write first Co-op Corner. The fact that there are 3 working committees (governance, outreach and finance) now on the Co-op is newsworthy and should be mentioned.

Ardis-Mentioned that starting to explain how rates are derived could be a good first outreach step. The timeline for the new rate structure/cost is a few months, so use that time to educate the members on process. Use Co-op Corner to begin to explain that process.

**Ardis will create an outline of work to present to Board at Oct. 25 meeting.

Minutes from August 23, 2011 meeting approved.

Next meeting- Oct. 25 at 8:00am.