

PFC Linkage Committee Updates



PEOPLE'S FOOD CO-OP
NATURAL FOODS MARKET & DELI

2020

October 2020

The Linkage Committee continued our work with the co-op's "Change for Community," recipients. We have reached out and set up a virtual conversation with October's recipient, Community Action Network. We will be hosting the virtual conversation on Tuesday, October 20 at 7:00 pm with Danielle Dicks. Come join the conversation and learn more about their work in the community.

You are invited to a Zoom meeting.

When: Oct 20, 2020 07:00 PM Eastern Time (US and Canada)

Register in advance for this meeting:

https://zoom.us/meeting/register/tJYqde-vqDMvGdFy_fLeEnBub2yVL4QPeEmq

After registering, you will receive a confirmation email containing information about joining the meeting.

Committee members, Danielle Falcon and Tiffany Hung met with Angie and Ken to discuss future coordination with Linkage and the Change for Community program.

We have also set as Tuesday April 29, 2021, the date for the PFC Annual Meeting. We have once again asked Kathy McPherson at St. Andrews for the ability to hold the meeting there. She has penciled us in with the caveat that currently St. Andrews is not open to the public due to Covid-19 and she said that the downstairs hall would only be available if the facility were to be reopened to the public. The Nominations committee has been notified of the Annual Meeting date to begin their work on the election timetable and preparing the 2021 Board Candidate Packet.

The committee has reached out to Columinate consultant, Jade Barker, and invited her to present anti-racist policies that she is aware of that cooperatives across the country have adopted. She will be attending our next meeting on Oct. 29 at 6:30 pm.

Join Zoom Meeting

<https://zoom.us/j/9468385513?pwd=YnpDUW5vUnZsZkVGNHpiYkl5ZStkQT09>

Meeting ID: 946 8385 5513

Passcode: Linkage

The documentary "Food For Change" (a history of cooperatives) has been offered free to cooperatives (Vimeo) by the director, Steve Alves. The committee started to discuss how this could be offered to members as well as the co-op community at large. We hope to finalize a plan at our next meeting to share it with members and the community.

September 2020

This month, the PFC Linkage Committee held its first virtual conversation with Pam Kisch, Fair Housing Network of Southeast & Mid Michigan. Attendance was low and in our August meeting we talked about ways to work with Ken Davis, marketing manager, to better get the word out about our events. We have continued work on upcoming virtual conversations with Cozine Welch (A Brighter Way.org) September's Change for Community recipient and also with Frankie Moore (Community Action Network.org) October's recipient.

The committee voted to accept an invitation for consultation from the UM student group MECC (Michigan Engaging Community through Classroom). We will be narrowing the focus of this collaboration to issues concerning student or member engagement. Members of the committee working closely with MECC are Tiffany Hung, Pat Zabawa and Mary Rooney. The committee will report to the board monthly on any updates, findings and recommendations. MECC may ask for information through the Linkage Committee from our general manager regarding recent market studies and/or shopper surveys.

Work continues on exploring anti-racist policy recommendations. We will be asking Jade Barker for suggestions of other co-ops who have added anti-racist policies as possible recommendations to our board.

A motion was made and accepted to add our monthly Linkage Committee updates to the PFC website on the board page.

July 2020

In our June meeting, our committee brainstormed about possible actions which we could facilitate. There was much interest on the PFC Board Ends #4 (In our business and community, we work towards the elimination of institutional and structural racism and oppression) and the ways in which we could help bring focus to community efforts to eliminate racism and racial injustice. We voted to help support the co-op's current support of these efforts through the store's "Change for Community." Currently, Linkage Committee member, Tiffany Hung, is writing a short feature about We the People Opportunity Farm to be published by PFC marketing director, Ken Davis. We also talked about the possibility of setting up a Town Hall to also highlight the farm's work.

We are in the process of reaching out to the director of the farm, Melvin Parsons, to see if he would be interested in participating in a virtual discussion open to all who wish to join the discussion. The

committee is interested in making these actions monthly. We ask for the support of the entire board in our efforts.

June 2020

The Linkage Committee resumed meeting in May after a two month Covid lockdown hiatus. We held our meeting virtually through Danielle Falcon's gotomeeting account. We started the important discussion of areas of action which could be accomplished virtually. The discussion centered around print articles which could be submitted to the PFC newsletter, PFC website or PFC email. Action areas that were identified were educating membership as invested owners, capital campaign, Zero Waste, Black Lives Matter, highlighting Ends policies to membership, and energizing volunteerism to name a few.

May 2020

The Linkage Committee successfully facilitated the 2020 PFC Board Election and helped reorganize PFC's Annual Meeting as a virtual meeting on the Bluejeans platform. The scheduled appearance by our guest speaker, Malik Yakini, was cancelled in the hopes of rescheduling of a future event where he can join us in-person. The committee also sent a donation to Detroit People's Food Co-op on behalf of our board. The Linkage Committee has ongoing work with Zero Waste, educating "Why it is important to belong to a co-operative," establishing a list of member skills which could be used for volunteerism. Our committee has temporarily paused our meetings. The Linkage Committee chair also nominated the staff of PFC as being recognized for this year's Ken King award for their heroic work during the Covid-19 crisis.

Member Communication and Engagment: The Annual Report definitely needs to be sent out, perhaps along with a newsletter. The Report will require writings from at least Jaime (President), Ray (Vice President), and Hannah (Treasurer). Snail mail is still an expensive option; folks are concerned about germs right now anyway. The Board discussed the advantages and disadvantages of opening up article writing opportunities to member-owners. The Board generally agreed to having some form of member-owner content in the newsletters.

The Board discussed the overall approach they'd like to communication—messages they'd like to present, how to present the importance of co-ops, consistent messaging processes.

2019

December 2019

Proposal from Linkage Committee
PFC Annual Meeting Agenda
St. Andrews Hall 306 N. Division Ann Arbor
April 15, 2020
6:00 pm to 8:30 pm

6 - 6:30p: Dinner served+mingle (Possible musician/s to play during this time)

6:30 - 6:45p: Intro (Jaime?) + Announce results

6:45 - 7:15p: Keynote Speaker: Malik Yakini

6:45 - 6:50p: Ray to introduce Malik

6:50 - 7:05p: Malik Speaking Time

7:05p - 7:15p: Malik Q&A

7:15p - 7:25p Ken King Award (Amanda)

7:25 - 8:00p : GM and Board President reports ~3 minutes each

This agenda will leave room (6:00 to 6:30 pm) to validate ballots and provide buffer time in case we run over.

o Discuss donation to Malik/Detroit Co-op with board