

Tidal Creek

FOOD CO-OP

BOD MEETING MINUTES

Board Meetings are open to the owners of the Co-op. Our Board meets once a month, usually on the second Wednesday of each month, at 6 PM in the Co-op conference room. Owners are invited to sit in; in addition, they can address the Board for three minutes at the start of each meeting.

NOVEMBER 7 2017

CO-OP CONFERENCE ROOM

Attendance: Ali, Kelsey, Jeff, Danica, Matt, Kaitlin, Bill

Guests: Ashley Daniels, Joe K.

GMs: Anthony, Krista

Decision made:

VOTE TO CHANGE: Monthly meeting day to 2nd Wednesday of the month - *Motion passed*

Action item summary (TODOs)

ANYONE: Contribute to board orientation ideas.

DANICA: Compiling a list of info about who, where, what, and contact info. When are board orientations?

TODO ANT: Call NE co-ops about product transparency, waste management, and how they handle it.

BiLL: Posting meeting date in-store

Parking Lot:

Vote to increase ownership fees, hasn't been raised in a long time.

Introduction of new board members

Owner comments N/A

Approval of minutes: October

Review October action items:

Seat term issue: Danica met with Joe about streamlining the seat term issue.

Board Process Monitoring Review: Start from the top next time

Board orientation:

Danica has this in progress, store tour again? Board process documents, vision statements.

Ali: Has 'Consensus Leadership' book she'd like to share.

TODO ANYONE: Contribute to board orientation ideas.

TODO DANICA: Compiling a list of info about who, where, what, and contact info. When are board orientations?

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CDS contract renewal discussion

Cost annually: \$7,500

- CDS is a more Board focused consultant service, they do provide orientations, and one-on-one calls with Board President.
- Asking for funding assistance from NCG, 6k grant.
- Try it out for a quarter. Had a relationship with them for 11 years. Danica has found the calls helpful and consultant is available by email all the time.
- Joe K. encourages FaceTime calls.
- Includes: Retreat (minus travel), C-Build 101 class, monthly phone calls.
- What about a la carte services? Ali offers option to privately hire who we feel we need, also invite people from other co-ops, like Weaver St. Their website has extensive resources.

GM Report Summary

SALES- Sales for the reporting period October are still higher than the previous year for the same period, up around 8.5%, and resulting in a small profit for the month. We continue to experiment with more events as a way to bring in customers, in October hosting the Harvest Arts Fest, College Night, and Cozy at the co-op. In addition to several planned events in November, we are also introducing a holiday catering menu as a driver of sales.

CUSTOMER COUNT- Customer count continues to be up, this month rising over 14% year over year. Basket size is now increasing to last years levels.

CASH- Cash continues to show stabilization.

SHORT-TERM PLAN- Although we are now seeing small profits for the first time in 5 years, we are continuing to look for ways to increase our income from operations. After the holiday season and due to several planned staff departures, we will reorganize our staffing in several departments to further reduce our labor expense. Negotiations with our landlord on a longer term lease have begun in earnest with the goal of reducing our occupancy expense. Finally, the GM's are scheduled to meet with a consultant at the Cape Fear Small Business Center on November 14th, to further our professional development in the area of financial and strategic planning.

Discussion

- Looking at long term planning, getting out of emergency mode, looking at some free consulting from 'Cape Fear SBA.'
- Positive turnaround in produce!

VOTE TO CHANGE: Monthly meeting day

Monday has presented problems.

VOTE: 2nd Wednesday of the month - Motion passed

TODO BILL: Posting meeting date in-store

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Check out question: Asked each board member to share their thoughts.

One thing you'd like for Tidal Creek in future?

Anthony: Continuation of the current energy, happy people, great customer service.

Joe: Return to the culture we had three years ago. Improve outdoor signage.

Krista: A place you are seen, heard, and thought to matter. Important to be comfortable with yourselves at work.

Matt K.: Community outreach, consistent events, stay involved.

Ashley: Very excited about the positive vibe change and energy shift. Agrees with Matt about community efforts.

Kelsey: Continue to identify our waste stream and set an example about how to retail in the most environmentally responsible way possible.

Kaitlin: Wants Tidal Creek to be a Wilmington landmark! WHAT sets us apart?

Jeff: All of that! More farm tours and 'meet your farmer' events, bring them here!

Bill: 2nds Kelsey, people need to be able to trust the info we're presenting, hot bar etc. Also be a place where people can learn.

TODO ANT: Call NE co-ops about product transparency, waste management, and how they handle it.

Ali: Wants to get her husband to come back, and to feel comfortable and not judged by food choices. (This is referencing the perceived vegan cult issue we have)

Danica: Wants BOD to engage and feel comfortable and encouraging with staff.

DECEMBER

Check-in question: What value can you bring to the Board?

Check out: What value can the Board bring to you?

Next meeting: Wednesday, December 13th @6