

FEB BOD Meeting

2-14-18

Attendance: Danica, Kelsey, Matt, Joe, Kaitlin, (Ashley has car trouble, Jeff is on a work trip, Ali's husband surprised her with dinner reservations)

Guest: Our new consultant, Ben on the phone

GM: Krista & Anthony

Location: Co-op administrative office

Action Item Summary

Kaitlin:

-Reach out to sandwich lady.

-1.3, #10: Delete only, fix cruelty-free, 'resources for information on.'

Danica:

-Send email to get help with rewording #7? What was wrong with 7?

-Email breakdown of expense of Ben Sandel coming to retreat.

GMs: Adjust NPR ad to promo the farmers market.

Check-in question: What is your least favorite holiday?

Owner comment: Labeling issue.

TODO Kaitlin: Reach out to sandwich lady.

January Action item follow-up:

Danica

-We have a new CDS rep, Ben Sandel.

-Fully Belly Project might have a needs for our plastic bags we've been recycling, to use as material to make boards for unsheltered people to sleep on.

-On-site garden: Is there a need for volunteers?

GMs:

-New reporting format with budget vs actual spending comparison.

-Coastal Compost Council is going to start having their meeting here. Matt Collogan has helped get our compost site legit. We compost our scraps from the deli, but not customer hotter scraps.

-Equipment repair list and estimates, what needs attention at the co-op. Shoot for 12 months from now.

Jeffrey: Emailed NPR interview with Red Beard Farms owner, Morgan Mline.

Ali: Reached out to Chatham Co-op about their CDS experience, no response yet.

Board Process Monitoring Review Process

Policy Title 1.3 Goals, read aloud

1. Friendly store atmosphere

2. Informed, active ownership

3. Supportive, beneficial work environment

4. Education for consumers & community

—NOTE: Mike is moving toward full ingredient list on hot bar

5. Support for regional, cooperative & organic product
6. Concern for environment
7. Model for active citizenship & social change
—NOTE: WHAT DID WE SAY ABOUT THIS? I noted #7 but don't know why.
8. Economic sustainability
9. Model for sustainable economics
10. Model for compassion & non-violence
—NOTE: This one needs werrrk. Omit 'cruelty free,' bring more awareness about clean meat and why. Rewording that **TODO Kaitlin:** Delete only, fix cruelty-free, 'resources for information on.' **TODO DANICA:** Send email to get help with rewording #7? What was wrong with 7?

Values Statements 1.4, read aloud

We Value an Inclusive and Progressive Cooperative
 We Value an Educated Constituency
 We Value Participatory Decision Making
 We Value Resource Allocation According to Co-op Principles
 We Value Products That Reflect Thoughtful Choices
 We Value Our Relationship with the Greater Community

IMPROVE: Educating community about the co-op model. Core values of a co-op are more than the monthly discount.

GM Coaching hours: going well so far!

CDS Consultant change:

Board retreat: via CDS consultant, Ben: He's from Harrisonburg, VA. He would drive down. Does 10-11 retreats per year. Chance for GMs to step back from usual work and look at bigger picture. Designs specific retreat based on needs. Always good to do a quick governance refresher plus a fun get-to-know-you component. Danica: Looking for the visioning piece. Long-term stuff.

All BOD has access to our consultant if we have any questions

Cost quote to have him lead our retreat:

*He usually comes in below these estimates.

-Travel: \$340

-Meals/printed material: \$250

-Lodging: \$200 or less but he's open to stay with any other us.

NEXT CDS CALL: 2/15 @4:00pm ANYONE IS WELCOME TO JOIN

TODO Danica: Email breakdown of expense of Ben Sandel coming to retreat.

Timeline: Earlier the better, retreat in next couple of months.

Kaitlin: Looking for examples from other boards about what they gained from their retreats.

MBTI summary moved to when we are all present.

Upcoming events:

Board participation! Great opportunity to raise awareness about co-op model.
Lemonade stand coming up!

GM Report:

SALES: Tidal Creek Sales in January were down about 6% from January 2017, due mainly to the very slow week we had in the beginning of the month due to the storms.

CUSTOMER COUNT: Customer count for January continued the trend, coming in at 5% higher than December 2017.

CASH: Tidal Creek's cash is showing a small increase for the reporting period, showing continuing stabilization of our cash position. As of February, it is one full year since we have had to dip into our savings

SHORT-TERM PLAN / RENOVATION: After several weeks of initial planning, we approached our landlord about the possibility of converting the 102 office into a retail space, specifically a CBD/ apothecary/ natural pharmacy. The intention of this move is to be able to offer a much wider selection of plant based medicines, the likes of which can be found nowhere else in Wilmington. According to our initial plans, very little physical changes would need to be made to the space. If given the initial approval, we will begin planning in earnest, including a business plan outline/ proposal.

FARMER'S MARKET: Throughout February we will be gearing up for The kickoff of the weekly Farmer's Market at Tidal Creek, slated to begin March 3rd. **TODO GMs:** Adjust NPR ad to promo the farmers market.

UNCW: On February 6th, Tidal creek was informed that we had been selected to receive the assistance of a team of MBA students from UNCW to assist us on a specific project. We welcome board input on this, but believe that this is an excellent opportunity to do a thorough review of our discount structure!

****The 10% off monthly discount costs us 3% of our gross per year, which is a LOT.****

Quick brainstorming:

- Summer deck concert series
- Live music farmers market

Check-in question: What is your least favorite holiday?

NEXT MEETING Wednesday 3-14-18, 6pm