

## **MARCH 3-14-18**

Attendance: Kelsey, Ali, Jeffrey, Joe, Ashley, Matt, Danica, Kaitlin

Guest: Melody Williams

GMs: Anthony and Krista

Location: Co-op administrative office

### Action Item Summary

Kaitlin: A suggestion to dig back into wholesale opportunities.

Danica: Email BOD about Asheville event details.

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Owner Comments: Good feedback at the farmers market, new owners!

Rachel Williamson: She and her family feel safe at the co-op.

### Approval of minutes/ TODO review

FEB approved

Policy 1.3: Joe's response to edit 'cruelty-free.' Motion change it.

Danica is going to send Ben's expense breakdown.

CDS retreat

Ben could do a summary of C-Build at our retreat. Danica learned a lot and would encourage everyone to attend.

**NEXT BOD meeting**: April 11th needs to change to **Wednesday, April 4th**

DATE ISSUE: Spring NCG meeting in Durham for GMs

### MBTI evaluation via Joe

This was a summary of the results from the activity we did during the BOD orientation.

Biggest cluster he's ever seen in a group. 5 of us are the same personality type from 16 options. Discussion on how to communicate best so that we are all heard.

### GM Report

SALES: Tidal Creek's sales are up slightly from the same period last year, even considering the explosive uptick in customer count following the previous GM's departure. If the sales (and customer count) from the first farmer's market March 3rd are any indication, we expect our sales to continue to grow.

CUSTOMER COUNT: Customer count is up 8% from last year, with an additional 1500 customers shopping with us this month.

CASH: Tidal Creek's cash in February is up again, and we continue to report cash stability. We have begun to finally address our list of deferred maintenance issues, using our cash wisely to prevent more costly issues in the future.

SHORT-TERM PLAN: After initial consultation with our MBA team from UNCW, and discussions with our counterparts at NCG, we are preparing to finally address our

discount structure. The goal of this change is to move Tidal Creek further toward profitability, as well as to provide our shoppers with increased incentive to become owners, and shop more regularly at the co-op.

With an eye towards increasing our center store (grocery) sales, we have contacted NCG about retaining the assistance of their grocery experts to come and assist in a full center store reset and analysis, which will be undertaken sometime this spring.

Though technically part of March, we wanted to report that the first Wilmington Farmer's Market at Tidal Creek was a resounding success, both for the farmers and the store. Our sales were about 40% higher than a typical Saturday, with grocery, produce, deli, and wellness showing tremendous benefit from the event. We anticipate the Market to continue to grow as the season progresses.

Discussion notes:

Farmers Market was incredible. Seems 80% of the people had never been in here before or even heard of us!

UNCW MBA team: Hoping to help with our discount structure. They were firstly concerned with marketing and that none of their team had been here. More visibility in the community. Also are unaware of the co-op model and how the money is passed along to the owners.

Fiscal year to date we were down \$100k, a massacre, today we're up \$20k.

Increasing center store sales! When GMs went to Pensacola, Florida they were very excited about our rebound success. They're sending someone from NCG to come and help freshen up and do a reset.

Is Lovey's competition? Krista says she believes we support each other's ideals, we send people there and they send people here.

Working on combating the price perception issue. We have ALOT of items that are cheaper.

**TODO/reminder** for Kaitlin: Wholesale opportunities! Sealevel City example, website info, certificates for businesses that source from the co-op, pricing comparisons.

**TODO Danica:** Look up info on Asheville event and send email to BOD.

GM Coaching hours: Going great! Detailing monthly financials with staff.

Upcoming Events via Kaitlin:

BOD participation encouraged + LIKE & SHARE FB POSTS

Open mic every Wednesday @6

3/15: WB Brewery, ownership information booth

Farmer's Market AM / POP-UP shop 2-6pm  
3/24: Spring equinox event is gonna be big  
4/22: Sunday EARTH DAY EVENT!  
Trash Week!!!!

Melody Williams introduction: 15 years experience in natural retail business, many different roles. Vendor, education, marketing director, community outreach, and currently a vendor rep. Connected with many NC co-ops. Also a real estate broker with Caldwell. This is what she comes from and wants to help us grow and have longevity in the community.

**NEXT MEETING:** Moved to Wednesday, April 4th 6pm