

April 4-4-18

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

GMs: Anthony and Krista

Location: Co-op administrative office

Owner Comments: Email about how this is her favorite place, loves the chefs, and feels comfortable here, the 'Hate has no home here' sign is very important to her.

Approval of minutes/ TODO review

Retreat: Scheduled with our CDS consultant, Ben Sandel, for Saturday May 19th.

GM Report

SALES: Tidal Creek's sales are down slightly from the same period last year. Considering that our customer count continues to rise over last years figures, we are exploring ways to increase basket size, and capitalize on this increased traffic.

CUSTOMER COUNT: Customer count is up 8% from last year, with an additional 1200 customers shopping with us this month. Basket size is lower, which provides us the opportunity to experiment with increasing basket size.

CASH: Tidal Creek's cash position in March is significantly improved, reflecting our higher profitability in March.

SHORT-TERM PLAN: After much debate, research, and consideration, we are proposing to the Board a change in our discount structure. With the adoption of the new rewards system, utilization of the program has gone from less than 50 to 100%, costing us an estimated \$20,000 more dollars a year in discounts. To compensate, we are proposing eliminating the 10% monthly discount, and replacing it with "owner only savings", passing on discounts we receive to our owners, thus incentivizing ownership once again. We also plan on bringing back Owner Appreciation Days, offering discounts in a celebratory setting.

Over the past week, we have seen activity in the Cinema parking lot that indicates the sale is moving forward. We have not been able to gather any useful intelligence, despite utilizing all of our available resources to do so. What we know so far is that the closing is in mid May, and that we may not know any further details until that time.

In the meantime, we have begun, and are asking the board to join us, in brainstorming a plan should we be faced with a worst case scenario- the loss of access to the sites parking. We have already initiated conversations with Hank (our agent), and Ali (as a representative of the Yoga Studio) about this issue.

Discussion

-Recap of the new ownership discount structure

1. Owner-only sales 2. Discount on local produce 3. Scheduled days of 10% off
-Patronage dividends, last one was 2012.

Upcoming Events

- 4/14 VegFest, a few are attending, not setting up as a vendor.
- Plans for a week long Earth Day event put off to focus on the owner benefits change.
- Tabling 4/21 for Earth Day at Hugh McRae Park.
- Wilmington Farmers Market, up to 22 vendors! Looking to get musicians at the market, possible vendor buy-in contribution to fund it.

Treatment of Staff report

- Discussion on anonymous surveys.
- Moving towards education and empowerment.
- Customer survey up next.*

Capital Campaign Discussion

- Refer to email from Kaitlin with workbook attachment, a 'How-to raise money for co-ops' resource.
- Via Ashley: Participates in an annual donation drive for Sierra Club.
- What to do with the money? What do the owners love the most? Co-op Café renovation, energy efficiency with new equipment.

NEXT MEETING: Wednesday, May 9th, Danica out of town, Matt will facilitate.