

## July 7-17-18

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

GMs: Anthony and Krista

Guests: Ann Marie D. (2nd time attending), Eric Edwards (staff)

Location: Admin office

### Action Item Summary (TODOs)

**Krista:** Follow up with Erin Griffin via Joe.

**Danica:** Follow up with Ben about reporting. Confirm the seat terms, who is rerunning?

**Who?:** Reach out to vendors about packing shipments more eco-friendly, start email convo about how to do this.

**Kelsey:** Double check about #5 plastic.

**Ant:** Ends Report clarification?

**Kaitlin:** Summarize board retreat report to share for public review. BOD elections / Annual Meeting aka Reunion!

---

### Owner Comments

-The film 'Straws' would like to do a screening here! Via Cucalorus. Danica saw it and said it was awesome, intense, and eye opening.

-Farmer's Market is getting better and bigger and it's been so exciting to attend! Great vibes.

-Joann Fogler: Founder of Tidal Creek! Could use some support, how can we assist her?

-Erin Griffin: Functional Med physician, offering to set up a booth to educate about the importance of organic, non-processed, whole foods. **TODO Krista:** Will follow up with her.

### Minutes Approval / Action item (TODO) review

**TODO Danica:** Follow up with Ben about reporting.

Board Retreat:

**TODO Kaitlin:** Summarize retreat report from Ben Sandel to share with our owners.

## **GM REPORT**

### SALES

Sales for the same period for June 2018 are virtually unchanged from 2017, down a half a percent.

### CUSTOMER COUNT

Customer count again saw significant gains in the month of June over 2017, up nearly 13.5%.

### CASH

As noted in the Cash On Hand Graph, our total cash has now risen to the highest level in nearly 2 years, over \$300,000.

## HIGHLIGHTS/SHORT-TERM PLAN

The first week in June commenced our long-planned full store reset, as we mentioned in our last report. With the assistance of Tom Snyder, NCG Center Store Expert, as well as representatives from UNFI and several vendors, we completed the reset in 3 nights, and have already received much positive customer feedback.

The Farmers Market continues to drive Saturday sales, which consistently average up to 40% higher than our average day's sales. The farmers continue to report great turnout and sales, providing the win-win we had hoped for.

Our second Owner Appreciation Day, held on June 10th, was another resounding success, helping to bring in the highest weekly sales total in years.

Acting on a suggestion from one of our staff, who told us there were no celebrations in Wilmington for Pride Month, we hastily planned a Pride-themed night called Pride Fest, partnering with all of Wilmington's LGBTQ organizations in what turned out to be one of the most successful events in recent memory.

Last week, we were received an update from NCG that our purchasing volume has increased sufficiently to possibly move us up to the next level Cost Plus discount with UNFI, potentially saving us an additional 2 1/2 % on our UNFI purchases. This is very good news for Tidal Creek, and will translate to thousands of margin dollars over the course of the 1st Quarter. The last time we were in this Cost Plus bracket was in 2015-2016.

Lastly, June 24th marked the end of our 2017-18 Fiscal year, and although it will be some time before the final numbers are in, we can confidently state that Tidal Creek has made a significant profit for the 2017-18 year, for the first time since 2011.

---

## **GM REPORT DISCUSSION NOTES**

**SAVINGS:** We have a sizable chunk we could move to savings. Looking at getting loans to make some big repairs to equipment that has been much needed. We could explore higher interest rate options for our savings account under cash at hand.

**NCG EXPANSION** readiness review in early winter. Will look at our facility and give a full slate of options.

**JOINT LIABILITY FUND** within NCG, our performance warrants a reduction fees!! This is basically insurance for co-ops, when co-ops are performing better, they have a lower rate. We are not as much of a risk!

**COST PLUS** discount: The more you order, the bigger discount you get. When our sales tanked we lost our Cost Plus discount, but we're about to get it back because of our volume of buying.

**PRIDE FEST:** A great success, wall to wall people. Great feedback and support, we'll be doing that more.

REWARDS: What day to do the 10% off, keep it consistent or toggle?

MOVIE SCREEN: We purchased a movie screen, lots of opportunities!

PLASTIC: Launched a petition to take a stand against disposable plastic. We put it out the NCG and started a nationwide discussion! There's no precedent so it's become a conversation about how to progress. \*\*Talk the Linda Booker that directed 'Straws,' might have some advice.

**TODO who?:** Need to reach out to vendors about how they pack stuff.

**TODO Kelsey:** Double check about #5 plastic.

### UPCOMING EVENTS

-July 29th Lizzy Lou's farm tour

-AUG 7th: Educational event about climate change. Short film, discussion panel, trivia game.

-Aug 17th: Clothing Swap with WYC

Ideas: Movies, community dinner, back to school thing?

**TODO KAITLIN** BOD elections: Calling the Annual Meeting a Reunion! Celebrate! Call for candidates beginning of August, election 2 weeks in Sept. Announce in October.

SEATS via Joe: Everyone that's been on the board 3 years OR appointed has to re-run.

**TODO DANICA:** Confirm the seat terms, who is rerunning?

**Motion to approve** expense of annual review by accountant, Earney & Co.

\*Joe and 2nd by Matt.

### PLANNING & BUDGETING

Discussion and questions about the fresh off the press '18-'19 budget.

*Big props to Krista's bookkeeping work, THANK YOU!!*

**NEXT MEETING: Wednesday August 8<sup>th</sup>**

Checkout question: Book or podcast you'd like to share?

-A Fistful of Honey by Malena Crawford

-Podcast: Twenty Thousand Hertz / Misophonia: The hatred of certain sounds

-What the Dog Saw by Malcolm Gladwell

-Hannah Hart / My Drunk Kitchen / 'Hannahlyze This'

-Brain Rules by John Medina

-I am Malala: The girl who stood up for education and was shot by the Taliban