

August 8-8-18

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

GMs: Anthony and Krista

Guests: Ann Marie Davella, Gloria Monroe, Sarah Wainwright

Location: Co-op deck

Action Item Summary (TODOs)

EVERYONE: Make a point to volunteer on owner appreciation day.

KELSEY: Follow up with him and look into a Teracycle account.

DANICA: Consult with Ben about starting an educational non-profit arm.

Motion Passed: Make all elected terms 3-years, and everyone that's appointed has to re-run at the next election, effective 8/8/18.

Parking Lot (aka address later, but keep on the radar): Reach out to vendors about packing shipments more eco-friendly, start email convo about how to do this. Check with Linda Booker.

Check in notes: Website about CBD oil via Melody: The CBD Project. Matt suggested a podcast: SYSK: Stuff you should know: about recycling.

Owner Comments

Danica took a non-owner to lunch here, she tried the handroll and said it was amazing!

Sally Cobb was ecstatic at the state of the co-op upon her last visit, for the first time in a while.

Minutes Approval / Action item (TODO) review

Krista: Follow up with Erin Griffin via Joe. Erin & Dr. Frank came to explain their services. For the Tidal Creek Reunion they've offered to do Wellness Screenings.

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

Kelsey: Recycling #5 plastic issue. **Response from Environmental Management Director, Joe Suleyman: The MRF no longer accepts any plastics other than #1 (PET) and #2 (HDPE) due to export restrictions. At this point, if it's not a soda or water bottle, milk jug or laundry detergent bottle, it's probably not going to get recycled. This will, of course, change once the market conditions improve. Unfortunately, we don't know when that will be. **TODO KELSEY:** Follow up with him and look into a Teracycle account.

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

Annual Meeting / Tidal Creek Reunion

UNCW MBA Learning Alliance group helped us restructure our ownership discounts,

encouraged the change in our 10% off day, which we agreed with and implemented. They expanded on our idea about making an event out of the annual meeting. A Tidal Creek Reunion! Presented a budget and celebrity appearance suggestions. All hot bar food with be from local farmers, an ownership driver, plus local bands, more like a legit festival!
OCTOBER 6TH!

Election Process

Looking at the turnover of the Board. Add 3-year commitment question to application. By laws: If you are elected by the owners, you have a 3-year term.

MOTION PASSED: Make all elected terms 3-years, and everyone that's appointed has to re-run at the next election, effective 8/8/18.

-Kaitlin proposes candidate meet & greet with the Board before the election. What about inviting them to the beginning of the board meeting September 12th, 5:00-6:30.

-September 16th: Owner Appreciation day and the beginning of the elections. Table to encourage voting!

GM Coaching update: It's been helpful, but would like to put the coaching on hold and reactivate it when there's a project in the works. We don't have the need for it right now.

Ends Report: GMs consulted with their coach and consolidated the Ends, it needs to be easily understood by entire staff.

GM REPORT

SALES

Sales at Tidal Creek in the month of July were up versus July 2017 10%, or about \$5000 more, perhaps attributable to Owner Appreciation Day.

CUSTOMER COUNT

Customer count once again was significantly higher year over year, up almost 10%, or 1500 additional customers.

CASH

As noted in the Cash On Hand Graph, our total cash continues to rise, as profitability continues.

HIGHLIGHTS/SHORT-TERM PLAN

The fiscal year drew to a close on June 24th, and Tidal Creek showed a net profit of over \$100,000 for Fiscal Year 2017-2018, ending in the black for the first time since 2011 (see graph). This is a tremendous accomplishment for our staff, who only a year and a half ago were told by management that profitability was impossible at this location! This was accomplished through a dramatic tightening of our purchases by our buyers, careful and efficient staffing, trimming of wasteful/ unnecessary operational costs, and a stabilization of 8 years of precipitous sales declines.

Krista and Anthony attended the final presentation for our UNCW MBA team, whose chosen final project was to plan a large fall event for our co-op. Although some tweaking to fit our budget is in order, we are planning the annual meeting to be a Tidal Creek Reunion- a day long even of music, food, and community, to celebrate our comeback and to lay the groundwork for our projects to come. We believe it is important to let the community know that we are solvent, not going anywhere, and planning big things for the future that they are going to want to be a part of! If any of our Board members have any ideas, please share!

July 22 was our 3rd Owner Appreciation Day, and our biggest sales day in recent history. The feedback from OAD continues to be very positive, and the “wound” from the discount change healed. Our next will be held on August 19th, and every 3rd Sunday henceforth.

GM REPORT DISCUSSION NOTES

-Submitted for an Expansion Readiness study through NCG.

-Cash on hand account: Is there a better way to invest that? Something short-term?

GM: We need to have it in that account for expansion planning.

Monitoring report: Compensation and benefits. The GMs contract is up in October. **TODO SEPT BOD Meeting:** Executive session to discuss GM contract.

Events Recap

Chat about Change: intern from the aquarium, short documentary screening, discussion panel, and trivia!

Lizzy Lou’s Farm tour was very successful and we’d like to do Humble Roots in the fall.

Every Wednesday: Open Mic night is going well and we need to stick with it. Brainstorming about how to amp it up. What about having it outdoors? Songwriting contest? Expand to comedians and poets!

8/17: CBD educational event

8/19: Owner appreciation day! **TODO ALL:** Make a point to volunteer on owner appreciation day. In the past all owners had to volunteer a certain number of hours!

8/29: UNCW involvement fair

8/30: Straws screening

Brainstorming

-Co-ops can start an educational non-profit arm!

TODO DANICA: Talk to Ben about it. More opportunities to impact the community.

-BOD co-op committees, anyone can be involved, push projects, talk about events, outreach, etc.

NEXT MEETING: Wednesday September 12th *MOVED to 26th due to hurricane*****