

June 6-13-18

Attendance: Ali, Danica, Kelsey, Matt, Ashley, Joe, Kaitlin, (Melody had a work thing)

GMs: Anthony and Krista

Guest: Melissa Foley, Ann Marie D.

Location: Co-op deck

Action Item Summary

Follow up TODO: Ask Ben, what in the policy pertains to Board Process.

Possibly adjust reporting.

Owner Comment:

-Store reset was well received!

-Concerned about local produce because of water issue, is that's something that's come up? — Hasn't been specific testing we're aware of with local produce. Sent email to our Farmer's Market to see if they have any information.

-Lots of positive feedback about Owner Appreciation day.

-Owner comment about consistency in posting public minutes in Co-op café and website. Committed to doing better going forward.

Minutes Approval / Action item (TODO) review:

TODO follow up from May: Double up EBT opportunity - Feast Down East secured funding.

CDS Retreat- Overall went very well. Report from Ben turned in 7/13.

GM REPORT

SALES

Tidal Creek's sales for May increased 2% when compared to May of 2017.

CUSTOMER COUNT

Tidal Creek's customer count continues to show significant gains versus the previous year, in May rising nearly 8% over the previous year.

CASH

Tidal Creek's cash in May showed significant increase over the previous month, rising now to the highest level in 2 ½ years. This despite much higher than average repair expenses in the month, as well as 5 payroll days.

MAY HIGHLIGHTS/SHORT-TERM PLAN

We were informed in the beginning of May that the sale of the Cinema Oakes property had fallen through, and that the property was once again available. Danica and her husband conferred with the GM's about the possibility of trying to actively seek out potential buyer-partners, and in that vein set up several meetings with the founder/ CEO of a substance abuse rehabilitation facility looking for a spot to locate there campus, and intrigued by the possibility of a symbiotic relationship with the wellness oriented tenants of our complex. As of this report, "Rick" and his partner were very interested in the property,

and were seeking financing.

May also saw the rolling out of our first Owner Appreciation Day, as promised in our discount restructuring. Sales for that day were nearly double an average Sunday, and for the week reached about \$75,000. Tellingly, the total of the discounts given in May were about \$1500, compared to an average month at the old system of account \$8000, indicating to us after just one month that the savings are real and significant.

The end of May/ beginning of June marked the long- planned store reset, which is underway as of this writing. After learning that the last reset was in 2011, we made this a priority. The reset effort is the work of NCG center store expert Tom Snyder, whose plan for Tidal Creek aims to maximize ease of customer shopping experience, and increased sales by not only grouping item- pairings, but also using SPINS data to analyze our product mix and offerings. Tom, along with UNFI reps and brokers as well as Tidal Creek staff, hope to have the work completed by June 8th. This effort is a part of our broad effort to utilize all offered NCG resources to optimize our operations with the latest data/ knowledge offered by their experts. We are also working with NCG's produce expert on a plan upfit and modernization of our produce department sometime in the near future.

**Looked at annual discounts we were giving away verses with the new ownership structure. Our original model was not sustainable for the co-op and our owners and was previously greatly discouraged by CDS.

**Tom, the reset guy, said we weren't too bad off considering we haven't done a reset in so long. We've made room for new product!

**June 24th is the last day of fiscal year! We're getting the black pen, finally.

UPCOMING EVENT: Pride Month event! June 26th, Tuesday night.
Coastal compost council meets here once a month. Get involved!
Goat yoga. Black River Farm tour, Sunday 24th.

Emergency GM Succession Report — talked about Clarece, co-GMs, etc.

**Considering BOD activity and invite staff, a bowling night!?

NEXT MEETING: Danica & Matt can't make July 11th - rescheduling.
MOVING MEETING TO Tuesday 17th