

AUGUST BOARD MEETING 8-14-19

BOD Attendance: Kelsey, Joe, Danica, Ann Marie, Melody, Melissa, Sarah, Matt, (Kathryn in Alaska)

GMs: Anthony and Krista

Guest: Evan Folds

Location: Admin office

Motion made: Moving forward, at every August Board meeting, election committee is selected, formed, and set in motion. 2019 election committee: Danica, Melissa, Melody.

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.

Action Item Summary:

TODO GMs: Warning of ownership renewal was not prompted at checkout

TODO Sarah: Political candidate forum

TODO Danica: Send call for candidates application to GMs. Link up with Jane about local music at Farmer's Market.

Owner comments:

-Loves the newsletter that just went out.

TODO: Warning of ownership renewal was not prompted at checkout.

-Missing the dolmas

-What's up with the dip in the deck.

-Arcadia solar farms via Duke Energy progress.

July minutes approved

Guest: Evan Folds

-Introduced Regenerate Wilmington and Devon Scott for mayor

-Northside cooperative food project

-Farmers Footprint & Zac Bush - converting conventional to regenerative agriculture

-Lloyd Singleton and the Arboretum, progressive practices

TODO Sarah: Political candidate forum

UNCW update

-Maria Davis will be taking students to the farmers market

-The campus dietician will take students grocery shopping

-Oct 24th 11-1:30: Food Day, free tabling event option

-Involvement fair: August 28th - Network with other like-minded organizations on campus.

Do live Facebook videos.

UNCW Nutrition Instagram: Chelsea Stant

GM REPORT

Short discussion beforehand:

- Not printing paper board reports in the future
- Support of NCG and CDS is important, always stay involved
- The Development Cooperative, expansion consultant \$16,000, contact coming via email
- Health insurance talk, staff gets great coverage

SALES: Sales in July were down significantly from the previous July.

CUSTOMER COUNT: Our monthly customer count has declined year over year in June, down commensurate to the sales decrease.

CASH: As shown in our Cash on Hand graph, Tidal Creek's available cash increased in this July snapshot.

HIGHLIGHTS/SHORT-TERM PLAN: July's biggest highlight was the tremendously successful Michael Franti show. The event brought many new people to Tidal Creek, increased our sales, and got us media exposure, all of which we desperately desire. Our partnership with The Penguin continues to expand, and this event has opened up the possibility of more events like this in the future.

Due to our obvious need to expand our reach in this incredibly competitive market, Tidal Creek is planning an expansive marketing campaign aimed at UNCW beginning in August. In addition to a targeted social media campaign, we will begin offering a student dinner discount for UNCW and Cape Fear Community College students this fall, in an attempt to attract a new dinner crowd. We are also planning on contacting athletic department officials, offering our wellness expertise for athletes seeking clean and high quality supplementation. We are hoping that these combined efforts will yield a measurable increase in student traffic.

Lastly, we are asking for Board input and ultimately, approval, of our planned expansion project in conjunction with The Development Cooperative. The initial project planning phase cost is about \$16,000.

Long term planning committee

5 years. aka Visioning Committee, Tidal Creek Future committee, open it up to anyone! Would like to use our CDS consultant and retreat times to focus on long term planning. Older board members can give new members fundamental training and get them up to speed and spend retreats really digging in.

Planning committee: Sarah, Melissa

Board Elections!

Need to start ASAP. Annual meeting end of September.

Danica updated on life/work balance, is not re-running in October.

Who's up? Matt, Ann Marie, Danica, Kelsey

Election committee: Danica, Melissa, Melody

TODO Danica: Send call for candidates application to GMs.

Aug 21st need the call for candidates out.

AT AUGUST BOARD MEETING: Election committee is selected and formed and set in motion.

Past & Upcoming events

-Farmers Market is looking for volunteering to help with Snap/EBA program. 3 hours Saturday morning.

-Love the local music at the Farmers Market. **TODO Danica:** Link up with Jane about that.

NEXT MEETING: Wednesday September 11th