

December, Wednesday 12-12-18

BOD Attendance: Kelsey, Joe, Melissa, Danica, Sarah, Kathryn, Matt, Anne Marie

GMs: Anthony and Krista

Location: Co-op admin office

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.

Action Item summary:

TODO BOD: From the Board message to owners, once a month!

TODO Danica: Retreat scheduling.

Owner Comment: 1. People still confused about where to put dishes. 2. If people answer no to an ownership, maybe ask cashiers to hand them a little flyer about the ownership. 3. Hand sanitizer by the cash register for customers.

Minutes Approval: November minutes approved.

Include link in customer emails about the minutes. How about a monthly 'from the board'!

Happy Holidays from the board, compilation of different greetings. **TODO BOD:** Compose a message.

Board Retreat date: Talk with our consultant, Ben Sandal with CDS, about a Board retreat sometime in January. **TODO Danica:** Work on schedule that.

Marketing: Kathryn Polk, a new board member, has been working on a grad school marketing project with Tidal Creek and has lots of content to share! How-to videos with staff, etc. Research about targeting certain audiences and how to expand our reach. Thank you Kathryn!

Brainstorming: Local business weekly feature! Share the love event in Feb. Collab with our friends over at Lovey's! Sell sandwiches at the WHQR events.

GM REPORT

SALES: The effects of the new Earth Fare store are being felt. Sales for November were 9.6% less this year than last, closely mirroring our intel from other co-ops to expect a 10% decline in sales immediately following.

CUSTOMER COUNT: Despite the decline in sales, our monthly customer count has continued to be up 10% year over year in the month of November.

CASH: As shown in the Cash On Hand Graph, our cash snapshot shows a decrease of about \$20,000 dollars for the month, closely mirroring our sales hit for the month of October.

HIGHLIGHTS/SHORT-TERM PLAN: It goes without saying that the General Managers are

concerned about the loss of sales year over year in November, however expected it may have been. We have never been of the mindset to “wait and see what happens”, and have already taken steps to curb purchasing and labor budgets store-wide, and beginning January 1st, will institute a similar “austerity mode” to what was done in the very beginning of our term as General Managers, keeping labor at an absolute minimum. Though it may be an over-reaction, we do not want to jeopardize our strong cash growth over the last few years, which we fought very hard to obtain.

Also on the proactive front, and after consulting with other co-ops in similar circumstances, we have increased our social media presence, and are specifically highlighting VALUE and COMMUNITY as our focus in the coming months. We have also commissioned staff, with Katherine Polk consulting, to revamp and update our website. We are committed to an all out effort to turn things around to our pre-storm, pre-Earth Fare profitability, and will keep the Board informed at every step.

Last week, we were informed that the report on our “Loss of Business” claim was finally ready, and to our extreme disappointment were offered \$7800 for this settlement. We of course have appealed this finding vehemently, and have the support of our agent Dane in doing so.

In positive news, We were informed that NCG’s Disaster Fund has considered Tidal Creek for a \$17,000 grant to aid in our storm recovery, and that it will be voted on this coming week, with approval expected. We of course, will keep you informed. The Saturday Farmer’s Market continues to exceed expectations. Last week, after beginning their winter hours 10-1, the market was the busiest it had been since the storm, with corresponding traffic coming through Tidal Creek. We continue to heavily promote the farmer’s market in our advertising, as it continues to be a mutually beneficial relationship.

Hurricane: Loss of business insurance claim is being disputed. We’ve been offered \$7800 for 6 days loss of business. This number was shocking to GMs. Definitely shopping insurance moving forward, Joe has a good contact from Fran’s Sewing Circle.

CDS & CBLD intro and refresher. Discussion about our yearly cost and the benefit of our relationship with CBLD. An a la carte payment plan for their services would seem more fair.

Past and upcoming events:

- Open mic has been growing! Lots of artists turned out recently.
- Farmer’s Market still going strong, keep getting the word out about the Farmer’s Market being open through the winter.
- Athenian House event had lots of great vendors!

Selection of Officers: The people agree, we keep going with our current officers.
President: Danica Fletcher, Vice President: Matt Keen, Secretary: Kelsey Gibbs

NEXT MEETING: Wednesday, Jan 9th