

FEB 2-12-19

BOD Attendance: Kelsey, Joe, Danica, Sarah, Matt, Ann Marie, Melody, Kathryn (Melissa absent, had long standing appointment)

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.

Action Item summary:

TODO Melody: Event proposal

Message from the Board: A mix of self-generated material and interesting articles. We can all take turns generating content, then send to GM.

Retreat date reminder: March 17th, owner appreciation day! Ben will drive here and stay with Danica. Retreat will be at The Property Shop, we'll eat lunch at Tidal Creek.

Marketing Meeting recap

Tabling events:

-VegFest: March 30-1st Capture ownerships at the event!

-Earth Day event at Hugh McRae: Discussing how to stand out in the sea of booths. What kind of food to offer? Grab-N-Go? V/GF? Incentivizing ownership on Earth Day, bonus coupon!

TODO Melody: Event proposal
(Leilani Munter: Vegan race car driver)

Facebook group: Health & wellness

GM REPORT

SALES

Sales in February continued the wider trend, decreasing by about 9%, year over year. We are, however, maintaining cash-build.

CUSTOMER COUNT

Our monthly customer count has continued to be up about 8% again year over year in the month of February.

CASH

As shown in our Cash on Hand snapshot, Tidal Creek's cash was at the highest level in recent memory at the end of February, with our checking over \$200000 for the first time.

HIGHLIGHTS/SHORT-TERM PLAN

February's decrease in sales year over year aside, February was a profitable and productive

month for Tidal Creek. After several delays, we finally received our grant from NCG to help cover hurricane related damages. Since we are encouraged, as part of the grant award, to use the money for specific purposes, Krista has been in touch with a Duke Energy company, who has given us a proposal to upgrade Tidal Creek's lights and other efficiency- affecting fixtures to both save us money, as well as lessen our environmental impacts. The bottom line investment is under \$6000, with promised returns of \$5000 in energy savings alone. We will keep the board abreast of this plan when decision time comes.

As spring nears, the Farmer's Market has returned to normal hours, and with it we have seen slowly increasing traffic again Saturday's. The market expects nearly 20 full and part time vendors regularly this year.

The second week of February, we were invited to a meeting with Mike Winstead, developer of the proposed Cinema Oaks project. We discussed the project scope and impacts, as well as input on development of the green space for shared use.

We are very excited by the news that as of April, the Farmer's Market will begin accepting SNAP/EBT, and also will be matching EBT purchases dollar-for-dollar! This is a major step in line with our vision for the farmer's market being more financially accessible!

NEXT MEETING: Wednesday 3-13-19