

## **JAN 1-9-19**

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

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 BOD:** Compose monthly message from the board, send to GMs to include in customer newsletter emails.

**TODO Kelsey:** Change Sarah's email on the website. 'sarahd'

**TODO Danica/Matt:** Reach out to OurState magazine

**RETREAT DATE:** March 17th 10-4

---

Owner Comment: Question about bringing back spoiled food. Definitely alert staff about spoiled food on the shelves.

Minutes Approval: December approved. **TODO BOD:** Compose monthly message from the board, send to GMs to include in customer newsletter emails.

Board retreat date: Doing a combined one instead of adding an orientation for the new members. Discussed dates available from our consultant, Ben Sandal. March 17th looks like it will work for everyone 10am-4pm.

## **GM REPORT**

Great sales in health & wellness in December! We have a very knowledgeable and helpful wellness department, other places don't offer the same guidance.

BOD: Could we be better at customer service, suggestive selling, etc. "Is there something you're looking for?" Give them a basket if they're carrying around a bunch of stuff.

Started the process of looking at replacing super old equipment. Needed improvements in efficiencies.

## **SALES**

Our sales continue to be significantly lower year over year, down 9.7% again this month. Overall, our buyers purchasing control and labor adjustments have been effective in keeping Tidal Creek's profitability stable.

## **CUSTOMER COUNT**

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

## **CASH**

As shown in the Cash On Hand Graph, our cash snapshot shows a slight increase in December. With NCG's pledge of \$27,000 aid in hurricane recovery, we should soon be at a

high water mark for cash once again shortly.

#### HIGHLIGHTS/SHORT-TERM PLAN

Despite being lower than hoped for, December sales were stable from November, showing a predictable trend effect from Earth Fare's entry into our market. Tidal Creek is continuing to up our social media and email marketing game, and will continue to push sales, events, and cooperation with other local businesses in the new year.

#### January events at the Co-op:

1/11/19- Nature Connect Gear Exchange

1/14/19-Dinner With A Doctor

1/18/19- CBD Expert Panel

1/20/19- Microgreens Growing Class with Michael Torbett

---

-Danica & Kelsey met with Linda Booker about Straws, talked about how to reduce our plastic waste stream. She has another film about hemp that we could screen here!

-Discussion on how to promote reusable items, plastic & plastic bag recycling issues, start back up the jar exchange station.

**TODO Danica/Matt:** Reach out to OurState magazine.

**NEXT MEETING, Wednesday, Feb 12th**