

JUNE 6-12-19

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

GMs: Anthony and Krista

Location: 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 GMs:

-Hook up with WHQR during their pledge drive.

-Branded tablecloth and banner!

TODO: 11am Monday about email from Board.

TODO: Email convo, what do we want on the back wall?

TODO KAT: Send everyone email about donation discussion verbiage.

Owner Comments:

-Customer asked about high fructose corn syrup in regular mayo listed in a few grab-n-go items. The nicer options of bulk mayo are 10x more expensive. Kitchen manager is looking into it.

-Could we look into being a CSA pick-up location for Humble Roots or other farms?

-How about sushi? GMs: We're on it, we've got a few new great people in the kitchen!

Approval of Minutes/Todos/ agenda planning

-Kelsey absent last month, Sarah took minutes, and she's not here. May's meeting was very short.

GM Report/Emergency Succession

SALES

Sales in May saw significant decreases year over year from May 2018. The areas of particular concern are in dry grocery, which is seeing steep declines. Our sales declines in center-store grocery are likely attributable to the continuing increase in competition in our market, which are likely to continue. Our shift in sales trends towards our deli and wellness sections are figuring heavily into our plans for the future, as we do not anticipate less competition in grocery anytime in the future.

CUSTOMER COUNT

Our monthly customer count has declined year over year in May.

CASH

As shown in our Cash on Hand graph, Tidal Creek's available cash declined about \$15000 in May, reflecting our net loss for the month. We would like to note that May had 5 payroll cycles which is a direct influence on the "cash loss". Another notable factor is the recent turn-over of multiple department managers. We always see a flux in spending when these transitions occur, however, the GM's will be keeping a close eye to monitor the purchasing activities to ensure that they level out in a timely fashion.

HIGHLIGHTS/SHORT-TERM PLAN

Despite May's continuation of a trend of lower than anticipated sales, Tidal Creek's operations continue to perform at or near budget expectations, and we are working closely with our management team to prepare should cuts become necessary. Although we are disappointed in our performance the past few months, it has not been a total surprise, as the race-to-the-bottom grocery competition continues to be fierce in our market.

In more positive news, the GMs had a preliminary phone conference with David Blackburn, head of NCG's Development Cooperative, to begin discussions on our planned expansion. David, who has access to all of our financial and performance information through Cometrics, enthusiastically agreed that with the new apartments going in next door, combined with the fact that we have zero debt and have not done any major improvements in almost 10 years now, justifies our plans. The next step is coming in the form of a contract with the DC for pro formas, design ideas, and other necessary next-steps in the process. We, of course, will be updating the board as more information becomes available. We feel it is important to note that absolutely no actions will be taken without 1- Board approval and 2- endorsement and full support of NCG. We do not intend to repeat the mistakes of the past in going at it alone, and will be following standard protocol 100%.

Marketing

-Looking forward to an Ownership Drive when school starts. Check out the Friends School donation drive.

PUT OUR VALUES IN VIEW. **TODO:** Meet with Kat, Matt, Melody about meeting. 11am Monday about email from Board. **TODO:** Email convo: What do we want on the back wall? -Joe points out that eyes are a magnet to video screens. How can we illustrate values in this format? At the register? Above grab-n-go?

TODO remind GMs: Hook up with WHQR during their pledge drive.

TODO KAT: Send everyone email about donation discussion verbiage.

TODO GM via Melody: MUST GET branded tablecloth and banner! She's doing a recycling talk at South Front Apartment and wants to make it a Tidal Creek table. Joe: Should we update the trifold? We just need to incorporate the banner and branded stuff.

Ideas

-Partnership with UNCW and email all the parents! Refill a gift card every month.

-A sign that says the weekly local produce in.

Past & upcoming events

-6/16 Owner Appreciation day

-Jon Steinman stops in on his book tour! Author of Grocery Story, The Promise of Food Co-ops in the Age of Grocery Giants.

-Bulk class coming up with Kristen Crawford

-Oil-free cardiac diet class

CBD hemp class - different brands

NEXT MEETING: Wednesday July 10th