

MARCH 3-13-19

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

GMs: Anthony and Krista

Guest: Ryanna Batiste- introduction to The New School Kitchen and opportunities for cross-promotion, offered help with social media.

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 KELSEY: Send info on Earthships, about the cafe expansion, collecting rain water, etc. Reach out to Kat about messaging from the Board.

TODO GMs: Alcohol events? Eric wants all local beer. Curated tiny meals with ingredients and recipe cards available. Post about VegFest and Earth Day.

TODO MELODY: Send times and dates of event, figure out people that are helping.

Owner Comments:

-Customer surveys out early and we have good responses so far, will report later.

-Feedback about inconsistent products at the juice & smoothie bar.

Minutes: FIX LAST MONTH'S MINUTES - GM summary, find hardcopy version. Febs got overwritten.

Marketing committee: Tidal Creek Ambassador program. Long time owner offered to help with fostering 'Tidal Creek Committed' shoppers. Peer to peer. Center grocery sales need improvement, but our prices are better, SHOW IT. Highlight community and local aspect.

-Grocery pick-up service? Fascinated by an experiment?

-Over saturation of grocery stores is affecting everyone!

-CULTURE: The Cheers of grocery stores.

-LIVE FEEDS are prime. Best free advertising, great algorithms. Big opportunity to promote wellness. Wellness is doing WELL. Use testimonials as promo, staff can help!

Board retreat: Need a place for Ben to stay, send email out for someone else to host, Saturday evening.

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!

City Counsel meeting Tuesday 19th- Voting on adjacent apartment plans.

Events:

-March 24th- Broccoli Brothers & goat yoga

-VegFest March 31st 12pm-5pm- Vegan treats, membership raffle! Info board update.

Cashbox, Square reader.

-Earth Day, Saturday April 27th- Sell reusable gear! Set up begins 10am (12-6) - Special T-shirts?

NEXT MEETING: Wednesday April 10th **rescheduled for 17th because GMs will be in CA