

NOV 11-13-18

BOD Attendance: Kelsey, Joe, Melissa, Danica, Melody, Kathryn

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 GMs: Announcement about End of Year numbers.

TODO Danica: Talk to Ben about retreat date.

TODO Everyone: Continue to submit content that would be relevant.

-READ Bylaws, Articles of Incorporation, and Policy Register.

Owner Comment: Kim Beller asked about separating the vegan food on hot bar.

GM Response: It would be ideal to have a whole different vegan hot bar, we'll talk to the kitchen about making more conscious placement decisions. Thank you for your support!

Minutes Approved: October

Marketing: Jane (runs the Farmer's Market) will be a great but limited resource. Kali is helping with updating the website. GMs are the main contact. **TODO Everyone:** Continue to submit relevant content.

Selection of Officers: Move to next meeting and talk about the responsibilities of each role.

Post Florence Update: October was a little rough, restocking product took a while to build up. Insurance is coming through, but still waiting.

GM REPORT

SALES: Sale for the month of October were unchanged from October 2017. We continue to see slower than expected sales since the hurricane, and are adjusting accordingly.

CUSTOMER COUNT: When compared to October 2017, customer count is significantly higher this year.

CASH: As shown in the Cash On Hand Graph, our cash snapshot has returned to pre-storm levels, thanks to the deposit of our \$50,000 loss-of-inventory insurance check.

HIGHLIGHTS/SHORT-TERM PLAN: October was a challenging month at Tidal Creek, as we continued to recover operations and inventory from Florence, and saw less than expected sales overall. Tidal Creek also lost two of our most able managers in the deli and barista departments, and are continuing to work with their replacements to get up to speed. Brian Moser, who has previously worked in our kitchen, will be managing the deli, bringing with him years of experience at GE and other large scale restaurant operations. Already, Brian has introduced the made to order weekend brunch menu, to rave reviews and increased

traffic on those mornings.

Another challenge we are facing is the November grand opening of the Mayfair Earthfare, which we anticipate will affect our sales initially. We will continue our increased social media presence, as well as our email marketing to keep folks engaged, highlighting our differences.

Our Owner Appreciation days continue to be successful, boosting overall sales and giving our owners value that they can realize monthly. We are planning on introducing “flash sale” style discount days in the coming month to help offset expected loss of traffic when Earthfare opens.

Policy Title: 2.3. Financial Condition & Activities- Read over and discussion, compliant.

Past & Upcoming Events:

Friday: CBD education

11/18: Owner Appreciation Day **Adding to our radio ads!**

Thanksgiving Dinner: All day Tuesday!

TODO Danica: Talk to Ben about retreat date.

NEXT MEETING Wednesday DEC 12th