

Tidal Creek Board Agenda 11/13/19

(Upcoming Events in Bold)

- Meeting started at 6:05pm
- Attendance: Matt Keen, Kat Polk, Krista Jorgensen, Dan McRae, Sarah Daniels, Anthony Garguilo, Kelsey Gibbs, Melissa Foley, Melissa Porter, Joe Kertesz, Melody Diaz-Williams, Evan Folds, and Cindy Dunigan.
- Owner comments
 - Lots of good feedback about deli- show gratitude to Rebecca and Angela
 - Bakery concerns but picking it back up as new baker adjusts (still open to applicants, will be multiple PT bakers)
 - Previous baker left without notice.
 - Potholes—parking concerns (extra row will be available indefinitely)
 - Potholes will be filled in very soon.
- Approval of minutes/TO DOs/
 - Finished board term document
 - **Ben (consultant) was supposed to provide board training info for November meeting, but have not heard back in weeks.**
 - In-house BOD training- around policy governance (1 on 1 discussions if confusion).
- Conversation with Board Consultant Ben and whether to pursue a board training event before 2020- never heard back with BOD training info by November meeting as planned.
 - Not fully utilizing consultant. **Use some hours for retreats in early 2020.**
 - Try for **Formal Board Retreat in January/February**
 - Put together a survey for BOD to schedule– include space for input on topics
 - Strategic planning meeting/informal board-bonding time
 - Communication and business objectives, vision boarding.
- Discussion on responsiveness and responsibilities as a board member. What expectations should we have of each other?
 - Forming committees to dedicate more time
 - Been trying to formalize committees for half-year now.
 - Marketing meeting (Matt & Melody leading- 8:30-11:30AM Fri 11/15)
 - 1pm 11/23: strategic vision/goal setting, form committees
 - Getting increased feedback even through email is a help, if scheduling conflicts make it challenging to work together.
 - Request BOD take on more leadership project roles
- Melissa Foley update about **TerraCycle Efforts**
 - We appreciate the leadership and time taken by Melissa Foley to make snack wrapper recycling happen at Tidal Creek!
 - TerraCycle- Recycling things we cannot recycle through regular recycling stream. TerraCycle works with companies to recycle packaged food wrappers. Check out the types of wrappers it can accept (foil inside plastic wrap or one of accepted snack brands).
- Update on **UNCW Farmer's Market Outing this Saturday**

- Bus-load coming this Saturday (20-30 UNCW students, **11/16** with Chelsea, UNCW dietician.)
- Marketing Committee update: Upcoming Events, November Bulletin from The Board (11/24 Event including recipe cards, theme, volunteers)
 - Cindy not receiving Bulletins from the board (likely in promotion tab on gmail).
 - Bulletins/Co-op Current: Request articles/recipes/book reviews or other content. Seasonal focus
 - Post bulletins to website (update with minutes) and print at register/board.
 - **Holiday Sampling Event/Friendsgiving 11/24**
 - Acorn squash (produce station)
 - Celebration roast (now just cranberry sauce and/or pumpkin pie)
 - Herbs—tarragon cashew dip
 - Wine, beer and vegan cheese
 - Wellness station (melody)
 - Panacea – reach out to see if they want to sample?
 - Anthony can help with recipe cards- hype up environmentally friendly format with fun phrases “take a pic, then make your dip.”
- Discuss having 2 Owner Appreciation Days in November?
 - Surprise discounted owner appreciation day on 11/24, TBA week of.
- GM report
 - Tough month- extra payroll, auto-order items came in/over-purchasing, staff turnover resulted in overtime pay.
 - Only 5% drop from construction (not as much loss as we expected). Construction crews might help add customers for the next year!
 - Deli manager left, replaced by staff who also left unannounced for personal reasons. Other deli staff had been let go before kitchen manager turnover, so made very short staffing.
 - GMs could use more time off after a hectic month—BOD are here to support GMs. Joe suggests GMs let us know if they’re in moments of extreme stress or need of support.
 - Valuable lessons learned:
 - Show good leadership and raise strong leaders in different departments —"go all in". Hire employees who are on board with Tidal Creek’s mission.
 - Employee contracts: intellectual property rights and giving notices.
 - GM support- help with different roles? Earney & Company and Jennifer helping with accounting/bookkeeping once a month.
 - Service industry is tough finding/keeping good employees willing to work for \$10 hour is a challenge. “Hire people who believe in what you believe in.”
- On Q Financial, did a commercial at Tidal Creek—highlight cool things about Wilmington, and recorded at TC last week.
- Construction Update, Kitchen Staffing Update
 - Building-construction happening this week. Tidal Creek has no control of construction, affordable housing.
- Discuss possible **New Years’ Collards/Blackeye Peas cook off?** Chili cook off?

- cook off with health concerns
- ideas currently on the backburner—potential to take collard recipes through social media and to let followers vote for their favorite?
- Evan Folds-
 - Farmers footprint film screening—timing of the film? (agricultural footprint)
 - Move to Spring, include local farmers (Kyle), compost (riley), soil rep (Evan) Dr Bush
 - End of March—one-year anniversary of the Farmer's Market? include sustainability fair (UNCW and local environmental nonprofits)?
 - How connected to Co-op is the Wilmington farmer's market
 - Separate BOD and their own nonprofit
 - Meet most Thursdays
 - North Side Food Co-op: Cameron family donating space for food co-op. Any strategic advice or framework from the BOD to help get that project ahead of the game?
 - If interested in helping, get email contact info to Evan.
- Board Process Monitoring—Saturday 11/23 meeting

Final announcements: Cape fear food council took over cape fear crop mob (volunteer opportunities for people to go to local farms to assist). Now expanding Cape Fear Crop mob to include school and community gardens and disaster relief.

Saturday 10-1pm putting in permaculture garden at College Rd. Early-child center. Looking for volunteers, event page on Cape fear food council and cape fear crop mob.

Minutes by Kathryn Polk