

April 2020 BOD meeting

Meeting started at 6:05pm

Attendance: Anthony Garguilo, Krista Jorgensen, Matt Keen, Melissa Foley, Sarah Daniels, Melissa Porter, Dan MacRae, Joe Kertesz, Melody Diaz-Williams, Kathryn Polk

- Early March sales up 20%
- Recent weeks sales dropped significantly
 - Reflects loss in sales from deli
 - Overall ok right now: without deli in full swing salary payments are much lower
 - Originally buying big, but now currently stocking regular amount
 - United national foods has lifted the limit on orders (distributors are bouncing back). They were dropping orders over 110% originally
 - A new reality with covid-pandemic-- starting to feel "normal"
- Layoffs
 - many baristas personal choice to lay off for personal safety concerns
 - deli loss mostly only new staff
- Applied for SBA loan; will apply for payroll protection (larger window- not as big a necessity)
 - Not in a desperate situation where they need it, but to be cautious.
 - Cash on hand best it's been in 6-7 years
 - Will hear back in future about SBA loan
- March profit \$36-37,000: nice cushion from first round/early month
 - Seem to be in sustainable realm, financially with covid-crisis
- Sanitation and cleaning protocols severely increased and appreciated by community
 - staff wearing masks and gloves
 - Outdoor handwashing station
- Employee surveys will go out next month; unsure if appropriate to send customer/owner surveys at this time with pandemic.
- Construction next door much less of an impact with quarantine
 - green space and temporary lot haven't been needed so they're working hard in those areas. Timing has ironically worked out very well for at least amount of impact.
 - Farmer's Market have been invited back but not yet planned return. Construction moving along well!
- SNAP extension (?) program still in process of trying to set up
- Good customer exposure-
 - customer count down, but those shoppers weren't heavy grocery shoppers.
 - Cart size doubled in March 2020
 - People predominantly very grateful for store
- GM check-in
 - Stressful with federal lack of control in pandemic, but personally/locally feel strong.
 - Overall things have been ok
 - Little opportunity for time off-- looking forward to a 2-3 day weekend in near future.

- Things changing so rapidly in the past month felt out of place to take longer time off.
- Curb-side pick up going smoothly-- 2 hour wait time at the longest.
 - Open open to close, but orders placed after 4pm may not be filled until the next day (depends).
 - Could benefit from online store but calling to talk to customers if items need to be replaced. It's been very personal so going well.
 - Primarily been Anthony, Frida, Deanna, Zachary fulfilling order, but mostly whoever is available.
- GMs are taking some days off-- or at least sleeping in/leaving early.
- Owner Appreciation Day: moved to full week.
 - Some customers unreachable by email/social media, don't pay attention in store, so somewhat challenging to ensure message distributed to all but it's been marketed.
- New WHQR ad- Krista script, sounds great! Getting good airtime.
- Dan appreciative for being able to show up to work every day- things smooth and going "normal." Haven't felt the effects of extreme closure/loss like most other businesses right now.
 - Dan compliments by customer with high expectations
- GM health insurance: starts May 1st!
- Do GMs need anything from us?
 - Keep sharing their stuff
 - Help get photos of products/shelves online to help with online ordering

** New hanover for all- new group- independent, nonpolitical organization with progressive values to mobilize and help under-represented individuals. Support with rent, evictions, unemployment, etc. - local source of support with accurate more up to date info

** Cape Fear Food Council: Resource guides for food assistance, by geographic region, programs by age, etc.

**Feast down east offering weekly CSA program: supporting local farmers and portion of proceeds from boxes sold going to homebound seniors.

** Please follow and share these resources

Meeting minutes by Kathryn Polk