

New Deal Café Board of Directors Meeting
MINUTES
Monday, October 28, 2013

Meeting called to order at 6:36pm

Participants:

Board of Directors: Michael Hartman (President), Dorian Winterfeld (Treasurer), Nancy Melandry (Secretary), Neil McConlogue, Lisa Voith

Audit Committee: Tom LeaMond

Staff: Terri Rutledge, Amethyst Dwyer

Visitors: Bill Doley, Craig Tooley

Proposed Agenda

1. Approval and prioritization of agenda approved unanimously)
2. Approval of September 23 BOD meeting minutes (unanimous)
3. Members and Visitors

Appreciation expressed for Bill Doley going above and beyond bartending duties on Saturday – greeting, busing (Michael Hartman)

Reports:

4. General Manager (attached)
 5. Bar Manager (attached)
 6. Music Coordinator (attached)
 7. Audit Committee (none)
 8. Treasurer (none)
 9. Secretary (none)
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10. Credit Card machine: Per Terri, probably going with Bank of America. Will explore using iPad.
 11. Re-paint hallway: Terri to arrange hallway to be re-painted in the future.
 12. Beer price increase: \$5.00 (including tax) for tap beers only (bottle beers / wine prices remain same). Happy Hour 6 to 7:30pm. \$1.00 off all beer/wine during Happy Hour.
 13. Terri to try and locate family of Susan Jones (deceased) in order to repay \$3,000 member loan.
 14. Dorian requests Profit & Loss numbers from GM in Excel format. Terri to send this week.

Meeting adjourned 7:30pm



New Deal Cafe Cooperative General Manager's Report October 2013

Overall Summary

This month saw us struggling with some water woes, having lots of successful special events, and meeting many times to work on the management agreement.

Financial Update

The café saw a change from our prior increase in sales for this year, as the 3rd quarter ended up showing around 2% less in sales than the 3rd quarter of 2012. July and August sales were tracking to be on target for our typical ~10% increase, but September brought the whole quarter down, with income coming in ~20% less than last year. It's possible folks were tightening up with the threat of the furlough looming, but the actual furlough didn't start until Oct. 1. Further detail can be found in the accompanying NDC 3rd Quarter Financial Report.

Projects and Special Events

Alonzo Washington Volunteer Kick-off Meeting

MD State Delegate Alonzo Washington held a kick-off meeting for volunteers for his campaign on a rainy Wednesday evening, and everything went beautifully. Many of the people had not been to the café before and were pleased to have found out about it. Alonzo has been a friend to Greenbelt and we were happy to help him out.

John Guernsey's CD Listening Party

We had a small crowd for our resident pianist's listening party, but it was a nice afternoon and a beautiful CD. Isabel, the "waitress from the New Deal that the first song is written about" came, and made John's day!

Greenbelt News Review Fundraiser

The fundraiser is scheduled for Sunday, Nov. 10 from 2-5, right after the Farmer's Market. Please spread the word, I think it will be a very interesting afternoon.

Entertainment

Roosevelt Center had 2 Festivals back-to-back this month, so along with a private brunch in the back room and several other New Deal events, it's been an extra busy time for the café. Acorns a-Go-Go and the 1st Greenbelt Rhythym and Drum Festival brought crowds to the Center and the café, and if it had rained, we would have been even more crowded!

Bar Operations

The new bartenders seem to be settling in to their routine, and all seems to be going pretty smoothly.

Amethyst suggested we give Happy Hour prices at all times to all furloughed feds the first day, and then we agreed to continue it for the entire 2+ weeks. I'm not sure it brought any more business to the café, but I'm sure we made the furloughed ones feel better!

FONDCA

The 2nd Greenbelt Studio Artist Tour took place on Saturday and Sunday, October 5th and 6th. This tour seemed to be much less well attended than the first one, perhaps because it was spread over 2 days, perhaps because many of the same artists were participating and visitors had already seen their studios. We've talked about alternative ideas, and waiting longer between events. The artists themselves seemed pleased to be able to spend more time with each visitor than they had been able to during the first tour. The reception was Sunday evening from 7-9 pm, and was also lightly attended this year.

Greenbelt Cooperative Alliance

The Greenbelt Cooperative Alliance met to discuss projects and events being held for Co-op Month in October. We also had a pretty successful afternoon playing Co-opoly at the New Deal on October 19 while the drums beat outside – two tables were having fun, and both managed to start a new co-op before their original one failed! It is quite a fun game; we may try for another afternoon of cooperative game-playing sometime.

Roosevelt Center Merchant's Association Worksession with City Council

I attended an informative work session with City Council and a few other Roosevelt Center Merchants. I updated them on our dealings with the landlord regarding the leaks in the roof, I talked with staff about meeting to discuss ideas for the back trash area, we were updated on the plans for the movie theatre, and I inquired about painting a mural on the back wall by the parking lot.

Restaurant Contract and Facilities

Met with Karim many times regarding repairs to the facility and operational details.

I walked into the café after getting a call from Karim to find 8 leaks in the back room!!! One of the ceiling tiles fell to the ground as I was on the phone with our landlord's office. He was

out of the country at the time, and we had a few long days of water problems. I subsequently spent lots of time on the phone and at the café with Christacos and his roofers. He has gotten estimates for replacing the roof, but it seems that at the moment he is still trying to just fix it. There were only two small leaks most recently, but it hasn't actually rained that hard for several weeks. He has been good about replacing the ceiling tiles, which is good because they are not cheap. I will continue to push for a new roof. I think it may happen this year...

GM Action Items and other matters

Charge Card Machine For Bar

I called another company to review rates and details on installation of a credit card machine at the bar. I hope to converge on an answer this week.

Beer Price Increase

Amethyst and I have emailed some thoughts on raising beer prices. We are in agreement on the amount of the price increase, a .50 increase on drafts and no increase on bottles, which would ring up as \$4.89 per draft with tax. We still need to decide some of the details like start dates and advertising the impending increase. I've proposed that we start the first week of November, next Tuesday, so that I can program the register Monday night.

Special Entertainment Permit

We received an exemption from Prince George's County's Special Entertainment Permit again this year.

Recommendations on Management Agreement

Contract discussions continue. The current contract has been extended for one month, until Nov. 30, 2013.

Meetings

Board Meetings = 4?

Management Agreement Meetings = 2

Roosevelt Center Merchant's Association Meeting = 1

Coop Alliance Meeting = 1

Other Meetings = 3

Upcoming Activities

The next special event will be New Year's Eve – Hard Swimmin' Fish will be playing this year!

Jeri Rutledge

NDC Cooperative General Manager

October 28, 2013

Subject: [ndc_board] Bar Manager and Music Coordinator's Report
From: Amethyst Dwyer (amethystdwyer@yahoo.com)
To: ndc_board@yahoogroups.com;
Date: Friday, October 25, 2013 10:06 AM

Friday October 25th, 2013

Bar Manager's Report

Last month I attended the Annapolis Craft Beer Festival and discovered our newest draft, The Raven Special Lager. It is a smooth, well-balanced, "Poe inspired" Vienna lager from Baltimore Washington Beer Works. Sales have been very strong, almost even with the Dogfish Head 60 Minute IPA.

We also have a new gluten-free beer that will be offered soon, Estrella Damm Daura. It has claimed many awards including a Gold Medal at the World Beer Championships, a Gold Medal at the International Beer Challenge and the World's Best Gluten-free Lager three years in a row at the World Beer Awards in London.

The cafe's new employees are all working out very well.

Barbara Glick and Laurie Crunk did an excellent job tending bar during the afternoon of The Greenbelt Rhythm and Drum Festival.

The plan for raising beer prices is still ongoing.

I am looking forward to having a credit card machine at the bar soon.

Music Coordinator's Report

The Greenbelt Rhythm and Drum Festival, partially sponsored by The New Deal, was a resounding success. The Roosevelt Center was filled with performances from some of the top World Music acts in the D.C. region, participatory community drum circles, drum classes all day at G.A.C., vendors and fire spinners. It is estimated that over 1000 people attended. The cafe was very busy the entire time, but Karim, his son, daughter-in-law and grandchildren, took time out to dance together in the Center, completely surrounded by hundreds of cheering people. It was a wonderful, welcoming moment that I know they all appreciated.

Stream and the Blue Dragons closed the festival out by performing to a standing-room-only crowd inside the cafe.

Other highlights this past month include: The Roustabouts (a fiddle lead, upbeat, R&B and funk band); Groovananda (World beat, jazz, kirtan, folk, Indian, & Gospel); Wolgemut (a fusing of historic and traditional music with ancient bagpipes, bombastic drums, dance and comedy - straight from the Renaissance Festival!); Sligo Creek Stompers (traditional roots music, old time, bluegrass, ragtime, traditional jazz and gypsy swing); Little Pink with Mary Battiata (alternative Country, folk rock).

The GoodFellas, a Beatles tribute band, made their New Deal debut on October 18th. What a fantastic night! By the end of the evening the Fab Four had the entire crowd in a frenzy! Beatlemania swept the cafe!! The band had a great time and said the cafe was now one of their favorite venues.

~Amethyst

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