



New Deal Cafe Cooperative General Manager's Report May 2012

Overall Summary

The main focus during this month was finalization of the 2012 Budget and preparation for the Annual Meeting. We saw many of our events written about in the Prince Georges County Gazette, and we held a Reception & Book-Signing for our resident piano man John Guernsey.

Financial Summary

I've attached the 2012 1st Quarter Financial Report, showing bar income the first quarter of this year (Jan-March) was almost exactly the same as the first quarter of last year, and \$1000 more than last quarter (4th qtr of 2011). Further detail can be found in the accompanying report.

Much time was spent preparing a budget for 2012 – the first time in the café's history that the budget wasn't simply paying down our large debt. The board began by holding strategic planning sessions and identifying priorities, and I went about trying to implement them. We agreed to try and show the café's appreciation to 4 of our key volunteers by giving them a monthly stipend, and to raise beer prices concurrently, as they are comparatively very low. After some initial unexpected concern from 2 members and FONDCA, I recommended that the budget be reviewed again and more input be given before implementing any of the changes. At this point, I consider the budget to be on hold.

Projects and Special Events

John Guernsey Book-Signing

The café held a successful Reception & Book-Signing for our long-time Piano Man John Guernsey on a Sunday afternoon in May. We were happy to support John in his latest endeavor (paintings and musicals in the past): the Gazette wrote an article, Bill Wilkerson conducted a taped interview, the Coop Supermarket sold books, and John and Bill and Donna Pallotta performed a few enthusiastic readings. The entire event went very well, and we continue to sell

John's book at the front counter.

Annual Meeting

I spent many days preparing the presentation and reports for the Cooperative's Annual Meeting, held on a beautiful Sunday afternoon. This year drew many new members, along with a significant turnover in the board, as 2 previous board members did not wish to continue. We thank Ray Stevens, Don Comis, and Ed James for their service all of these years, when the questions and decisions were often complicated. We welcome Dorian Winterfeld, Lisa Voith and Neil McConlogue onto the new board and wish them well in their service.

Signage

I took Michael's idea for using the NDC logo, along with suggestions from the sign committee, and had a New Deal Café sign quickly made for the stage – and unveiled at the Annual Meeting! Thanks to Amethyst for pushing the idea!

Entertainment

Our account with BMI was finally cleared, after months of incorrect billing and repeated phone calls after our legal negotiation. I am relieved that this problem is now definitely behind us.

We held another successful sound training, led by our main sound men Frank Kayser and Chris Logan, and attended by 5 enthusiastic volunteers (and a stand-in musician to make it realistic)! Three of the attendees were from Reel & Meal, wanting to become more familiar with the equipment, and the other two are anxious to start rotation into the sound schedule.

We held another very successful Greenbelt 75th Anniversary Event: Roosevelt Dime journeyed from Brooklyn with their unique "Steamboat Soul" sound and packed the café (the same night as the FONDCA meeting)!

Publicity

The Prince Georges County Gazette has become well acquainted with the New Deal Café, writing 4 substantial articles this month on events taking place here: John Guernsey's Reception & Book-Signing, Tristan Omand's CD release, Roosevelt Dime's journey from Brooklyn to perform here, and the Koontown Killing Caper Concert & Book-Signing held June 3. All of the stories are very

well-written, and we are happy to have recently made this stronger connection.

The News Review continues to support the café, including articles and our events schedule at least once a week. Sometimes we have 3 or 4 notices and ads in at once! The Patch is also a strong supporter, with full-color pictures included, and the Washington Post announces our events in their paper as well.

Restaurant Contract and Facilities

I met with Karim and Maria periodically regarding café operations.

We need to find a location to store the café's permanent records, as our current location is no longer available. I am currently in contact with our landlord regarding space underneath the cafe.

FONDCA

FONDCA held their quarterly meeting this month and voted to contribute the \$200 cost of the outdoor music festival insurance again this year. Movies in Roosevelt Center were a topic of discussion, as was Chris Logan's research into purchasing a permanent projector for the café, to go along with the screen that Reel & Meal bought last year.

The GreenMan Group Show Art Installation and Reception were both held this month, with the GreenMan Festival taking place the weekend of May 12-13.

Meetings

Board Meetings = 3

Committee Meetings = 11+

Bar Manager Meetings = 2

FONDCA Meeting = 1

Annual Meeting = 1

Upcoming Projects & Activities

June 23 is the Crazy Quilt Festival, being run by Joe Harris this year, with KERQ headlining inside the café in the evening.

Terri Rutledge

NDC Co-op General Manager