

MINUTES
New Deal Café Board of Directors Meeting
Monday, March 27, 2017 – 6:30pm
Café back room

Attendees:

Board: Michael Hartman (President), Frank Gervasi, Nancy Melandry (Secretary), Terri Goodnow, Tom LeaMond

Audit Committee: Tom Jones, Dorian Winterfeld, Mike Stark

Treasurer: Bill Jones

Staff: Amethyst Dwyer, Heather Brooks, Jeremy Ehrenreich

Visitors: Frank Kayser, Alicia Deligianis, Dean Boyd, Mike Rall, Meg Haney, Beth LeaMond, Peter May, Catherine Hardy, Beverly, Mary Edwards, Haley Ahern, Peter Toth, Michael Smallwood, Elsie Peters, Lore Rosenthal, Johanna Goderre

Called to order: 6:40pm

Approval and prioritization of proposed agenda as amended.

T. LeaMond / T. Goodnow – Unanimously approved.

Approval of minutes as amended.

T. LeaMond / T. Goodnow – Unanimously approved.

Visitors comments: (1) Suggestion for Café to join MakerSpace as organization. M. Hartman will discuss details with MakerSpace. (2) Suggestion for Café to join Time Bank. M. Hartman will follow up.

Reports:

President

Treasurer

Operations Manager (attached)

Kitchen Coordinators

Bar Manager

Music Coordinator

1. Front Room Update: New counter on hold due to unforeseen issues with electrical upgrade.
2. GoFundMe - \$2,856.
3. Summer Festival Schedule: April 15-MakerSpace Fair; May 13-14-Green Man; June 3-Crazy Quilt; Sept 16-Blues Festival; October 14-Jazz Festival.

4. Proposal from Composting Circle of Zero Waste Team: Zero Waste Team (Beth LeaMond) asking for letter of support for Community Impact Grant Application. Sealed composting bins to be stored on loading dock and serviced by Zero Waste Team.

Motion: Café agrees to support vermiculture project.

T. LeaMond / T. Goodnow – 2nd / unanimously approved.

5. Engineer Site Visit Findings: We hired an engineer in preparation for the electrical upgrade needed to have enough power to run the espresso equipment. We were disappointed to learn there is not enough power being supplied to our side of Roosevelt Center by Pepco's main power panel for our needed electrical upgrade. This means Pepco's panel must be upgraded by Pepco before we can do our upgrade. Pepco's charge to the Café to upgrade their panel is more than our budget can bear. In addition, making an electrical upgrade to the front room will require the front room to become compliant with current code regulations for fresh air intake. This will require an additional air handling unit at the cost of \$5000-\$7,000. We will explore options.
6. New Stove: Used stove with more features than our current stove was donated to Café. Fire suppression modification may be necessary before installation. F. Gervasi will follow up regarding any needed modifications.
7. Greenbelt Farmers Market Sponsorship: Consensus of board to fund \$250 sponsorship.
8. F. Gervasi to move forward with painting roof white to lower roof and interior temperatures.

Adjourn 8:15pm.

Move to executive session.

BOARD MEETING

3/27/17

Heather Brooks – Operations/Marketing/Systems/Social Media
UPDATES

-We are currently evaluating the management hierarchy and will be making up a new responsibility matrix based on that as a foundation.
-I am using social media intermittently, as we get operations under control. I hope to be dedicating more time to social media and marketing as operations continues to stabilize with systems in place.

SYSTEMS INCLUDING:

- ways to manage scheduling in an efficient manner, and that is easily accessible to the employees. Possibly will utilize software.
- a better reservations system that leaves little room for error. Karen Wallace is assisting me with that. Our current system is good, but has possible gaps.
- inventory and ordering – as much automatic and routine as possible, leaving as narrow a margin as possible for running out of supplies, or over-ordering.
- Evaluating areas to cut costs and combine efforts – as it relates to labor and inventory.

MARKETING/SOCIAL MEDIA/OUTREACH

GOALS

- Attract more people from various demographics, that aren't already attending NDC regularly.
- Cross-market with area businesses/co-ops.
- Find more volunteers.
- Coordinate with Bar Manager and Kitchen Managers to offer exciting events throughout the traditionally slower times.
- Membership drive and regular events – even just regular procedures, to help get more members. This would include materials that allow people to easily sign up for membership, as well as explain what a cooperative is – and what New Deal Café is, in a fun manner.

- Offer appreciation days for various segments – such as police, teachers, Goddard employees, etc.
- Market our lunch menu and takeout offerings to surrounding businesses via a nice takeout menu and feet power.
- Market our events to the college students – particularly music and poetry. I would like to coordinate with Bar Manager regarding events that can combine the coffee service and the event schedule – something that would attract the coffee/poetry crowd.

Essentially, I want to broaden our demographics and increase sales in our slower times. Then when we have done that, we can figure ways to maximize profit during our busier times.

Things are much more stable for Front of House than they were a few weeks ago. Utilizing staff that is capable of complex tasks and oversight of others has helped make everything a lot more manageable. Finding the right people to delegate to, then following up with them, combined with weekly manager's meetings has been very helpful in keeping forward momentum.