



## 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 3<sup>rd</sup> quarter ended up showing around 2% less in sales than the 3<sup>rd</sup> 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 3<sup>rd</sup> 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 1<sup>st</sup> Greenbelt Rhythm 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 2<sup>nd</sup> Greenbelt Studio Artist Tour took place on Saturday and Sunday, October 5<sup>th</sup> and 6<sup>th</sup>. 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!

*Terri Rutledge*

NDC Cooperative General Manager

October 28, 2013