



## New Deal Cafe Cooperative General Manager's Report May 2013

### Overall Summary

This month has been busy with preparation for the Annual Meeting, a successful Green Man Festival weekend, much research and tasks in process, and preliminary organization for the Crazy Quilt Festival.

### Financial Update

The café had a very successful first quarter. I've attached the 2013 1<sup>st</sup> Quarter Financial Report, showing this quarter's sales (Jan-March) ahead of last quarter's (Oct-Dec) by approximately 5%. Compared to the 1<sup>st</sup> quarter of 2012, sales were up 9.6%. Further detail can be found in the accompanying report.

### Annual Meeting

The Annual Meeting took place on a sunny Sunday afternoon and there was again a full house. A petition to reduce the membership renewal fee failed after some discussion. We welcome Frank Gervasi as a new audit committee member and Nancy Melandry as a new Board member, and thank Bill Wilkerson for his many years of service on the Board, beginning when the questions were often complicated and the money wasn't as abundant.

### Publicity

I put out a notice for Publicity help during the Green Man Festival, and have actually gotten several replies! Josh Hamlin jumped right in to work with social media: he's trying to post all of our events on Facebook and looking into Twitter too. Josh initially set up our Facebook page years ago. I plan to set up a meeting within the next few weeks with all of the volunteers so we can brainstorm ideas and put each person's talent to the best use.

### Projects and Special Events

#### Greenbelt News Review Fundraiser

Chris Logan had the fantastic idea of us holding a fundraiser for the Greenbelt News Review, since they are struggling financially, and I've been working on that possibility for the last few months. After throwing around some dates and ideas with News Review staff, we've decided to wait until September to hold the event, and we're hoping to make it a big one!

### Poetry Night Open Mic

We had a special treat at the last Poetry Night Open Mic – Jon Gardner did a reading of his special New Deal Café adaptation of Allen Ginsberg’s *Howl* to the absolute delight of the audience, though some of the references were lost on newcomers!

### Crazy Quilt

We’ve gotten a bit of a slow start on Crazy Quilt publicity, but will put a large ad in the Hyattsville paper, and one in the Gazette as well. Chrissie Wilkins designed another beautiful poster for the Festival, Director Joe Harris is busy lining up bands, and we hope to get an article or two in the paper.

### Book Signing

Nancy Cox Shaffer held a reception and book-signing for her book “Accidentally On Purpose”, a coffee table book designed to inspire and encourage one to reflect on their life in a fun and insightful way. The back room was packed with friends, books, balloons and little yellow smiley men on a late Friday afternoon – it was a very successful event. Demand for the back room seems to have increased over the last few months – Karim does do parties well!

### Greenbelt Theatre Historic Preservation Contest

Chris & Barbara Logan and Barbara Simon spent a whole week sitting in the front room of the café encouraging customers to vote in the Partners in Preservation competition for our historic Greenbelt Theatre to win up to \$100,000 in grant funding. We sent blasts to our listservs urging folks to support our neighborhood Theatre as well. The theatre ended up being awarded \$75,000 for renovation of its Art Deco lobby, again showing the power of Greenbelt’s strong sense of community!

### Piano

I looked at another piano in Greenbelt that John is interested in seeing. It turns out we have to wait several weeks now because the owner has been in an accident.

### Bar Operations

The new keg cooler arrived and is keeping even more beer cold, in larger quantities. Using the big dolly to transport the kegs from the front room has been unwieldy, but workable. Amethyst found a keg cart specially made for carting kegs that looks tremendously easier and much more compact. I ordered it and hope to have it within a week, as it is shipping from Canada.

We continue to get some condensation and water in the keg cooler. I’ve contacted 2 local repair companies that are preferred service providers for our keg cooler: one was ready to send someone out at my request (though she didn’t have much information to share) and the other advised me that as long as we are doing the normal routine maintenance that condensation is normal, as I have said before. I plan to have the second company (Huber Refrigeration) come anyway to make absolutely sure that the kegerator is functioning properly.

The stool we keep behind the bar broke and was replaced.

### **FONDCA**

FONDCA held their quarterly meeting in May and reported on the success of their Fall donation drive – it's expected to match last year's total of just over \$3,800! They discussed the budget for the remainder of the year (voting to give the Blues Festival an additional \$100), and the desirability of FONDCA continuing to own the sound equipment. Updated information was provided on the Poetry Moment, the EPYMS, and the Artists' Open Studio Group tour, which will be held in the fall. Barbara and Leeann just attended the City Council worksession on grants, where they asked for \$500 more this year. They also appointed a new member – Michael Smallwood, to fill the remaining open position on their board.

The GreenMan Group Show Art Installation was held this month: this year's theme celebrates the 10th year since the Greenbelt Forest Preserve became a protected woodland in Greenbelt! The Art Reception will be held on June 2, with T-shirts and bracelets and posters for sale! We've given the Poetry Moment its own webpage – look for it under Events on the homepage!

### **Greenbelt Cooperative Alliance**

The Greenbelt Cooperative Alliance had their monthly meeting in the café as usual. We discussed the details of announcing the winner of the Logo Contest – festivities will take place over Greenbelt Day Weekend, on Sunday June 2 at 2:45pm in the Community Center gymnasium. We planned activities for Co-op Month (October): Farmer's Market Booth, having a speaker discuss forming new coops, and playing the game Co-opoly at the New Deal Café on a Saturday afternoon (October 19). The Co-op Alliance will also be reprinting bookmarks with the new logo.

### **Restaurant Contract and Facilities**

Met with Karim several times this month regarding repairs to the facility and basic operations. The front air conditioner was repaired, as it was dripping water into the men's bathroom. Jose unclogged the evaporator drain line and cleaned the system. He also discovered a small Freon leak, which he fixed before refilling the Freon. Karim paid \$600 for the entire repair, which was a very good deal. They checked the air conditioner in the back room as well, and found nothing wrong, though Karim plans to have the back coils cleaned also.

### **GM Action Items and other matters**

#### **Lease Renewal**

The lease extension request was signed and returned to the landlord's attorney. We are now awaiting the completed document.

#### **Clean Currents**

I am waiting for a quote on converting the café to wind energy, and expect that one will be provided next week.

### Energy Audit

Tom and Gary Bumbalough inspected the café in preparation for providing estimates for some of the energy audit recommendations. We are waiting on the estimates.

### Recommendations on Management Agreement

To be discussed in executive session.

### Meetings

Board Meetings = 2

Annual Meeting = 1

Committee Meetings = 3

Co-op Alliance Meeting = 1

### Upcoming Activities

The next special event will be Crazy Quilt on June 15.

*Terri Rutledge*

**NDC Cooperative General Manager**

**May 31, 2013**