

New Deal Café BoD Meeting / Minutes - January 29 2019

New Deal Café Board of Directors Meeting-called to order 6:35

Attendees

BOD: Quorum- Terri Goodnow (minutes), Dorian Winterfeld, Tom LeaMond, Nancy Melandry (excused absence)

Audit Committee: Alicia Deligianis, Mike Stark, Frank Gervasi

Employees: Amethyst Dwyer, Heather Brooks, Michael Moon, Leah Moon, Carla Monardes

Guests: Connie Davis, Frank Kaiser, Sandy Irving, Peter May, Michael Hartman, Lore Rosenthal, Lentil

Agenda: Accepted as amended; Skipped approval of last meeting minutes (not available)

Reports:

Pianta: Accomplishments—30% growth over previous year period (Sept – Dec)

Sales are \$10K more/month --Now averaging approx \$1750.00/day

Brand revitalization --Previous Yelp ratings were @ 2-3 stars; now mostly 4-5 stars

Espresso – up and running; Raises for all employees—all above Minimum Wage

“State of the Union” presentation:

Investments—15-20K—Refrigerator; display cooler; Freezer

Space Improvements

Goals – need sales to be @ \$2,500/day for café to be self-sufficient (without catering)

Actions—Marketing & Social Media initiatives; menu expansion; increase average ticket amount, increase prices; programming/partnerships; Daytime lunch

Asks:

Board consensus prior to engaging Pianta; monthly BOD meetings; marketing/co-branding with Coop; Coop initiatives/campaigns; Immediate social media visibility; Coop analyze programming for best numbers; Space—roof repairs, front room seating, esthetic improvements

Discussion/questions:

Pianta will provide social media content for Café to post—for now

M Hartman suggested participating with Greenbelt Arts District; Greenbelt Arts Council

Presidents Report:

BOD position immediate opening—asked interested parties to contact BOD

Treasurer's Report: Café is paying Debt Service

Audit Committee:

Recommendations: Cross-marketing; New Customer Survey; Non-alcoholic beer; Marketing Committee

Bar Manager:

3rd quarter profits—large increase over 2017>>Pianta and Festivals; 4th quarter –very small increase over 2017: TAM training coming in Feb 2019—good for 4 years

Music Coordinator:

Open mic moved to Tuesdays—no more karaoke; Community Drum Circles coming;

Big Game Party will be 2/3/19

FONDCA:

Grant application yields \$2,500.00

Treasurer position is open

Tom Simon suggested a FONDCA plaque in Barbara Simon Gallery with dedication Ceremony

Café newsletter did not mention FONDCA fundraising. This was supposed to be in lieu of door-to-door letter drop

Internet radio station broadcasts Youtube content of Café bands

New Business:

Annual Membership Meeting will be Sun May 5

M Hartman announced Feb Reel & Meal will be in OGT

Discussion of MD state Arts Council and Greenbelt Arts District

Motion: The Café will support the creation of the city's efforts to create Greenbelt Arts and Entertainment District

Motion accepted- unanimous (T Goodnow, T LeaMond, D Winterfeld)

Motion to adjourn; motion accepted

Meeting adjourned 8:35