

New Deal Café Board of Directors Meeting
Monday, June 10, 2019
MINUTES

Attendees

Board of Directors: Tom LeaMond (President), Dorian Winterfeld (Treasurer), Mark Cheater (secretary), Michael Hartman, Diana McFadden
Audit Committee: Mike Stark, Raven Eyes Cagle, Joe Harris
Staff: Amethyst Dwyer, Alicia Deligianis, Carla Monardes
DC Vegan: Michael and Leah Moon
Visitors: Andy Z. (Greenbelt Access Television)

Call to order – 6:32 pm

Approval and prioritization of proposed agenda, as amended

Dorian Winterfeld / Michael Hartman – 2nd / Unanimously approved

Approval of minutes of 4/22/19 board meeting

Dorian Winterfeld / Michael Hartman – 2nd / Unanimously approved

Approval of minutes of 5/5/19 special board meeting

Dorian Winterfeld / Diana McFadden – 2nd / Unanimously approved

Reports

DC Vegan: Pianta branding no longer being used at Cafe; only DC Vegan. New menus coming for both the catering business and the cafe; will include some new items. As a result of staff turnover, need to fill positions in both the kitchen and front of house.

President: Customers are happy and things are going in the right direction, but we need to increase business and find ways to engage members to help us do that.

Treasurer: Our finances are good and we're continuing to pay off debt.

Bar Manager: May was another good month, with sales up \$1800 over May 2018. A new volunteer bartender has signed up, and several new beers are on tap.

New business

Greenbelt Access Television (GATE) promotion request: Andy Z. asked board for approval to set up an iPad streaming GATE content in the cafe. After discussion, Tom LeaMond made a motion to empower DC Vegan & the Cafe bar manager to work with GATE to decide if an iPad screen with GATE content fits at the cafe. *Motion seconded by Michael Hartman, and unanimously approved.*

Community Bulletin Board in the Cafe: After discussion of how to manage this space, Michael Hartman volunteered to work with the Cafe management team to develop a plan for board consideration.

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Coordinated Marketing and Promotion Efforts: Leah Moon kicked off a discussion of various marketing efforts and opportunities. DC Vegan will be launching some new promotions and marketing efforts in July, including a flyer campaign, and is seeking help with that. Tom LeaMond distributed copies of the new Cafe promo postcard he designed. The board discussed various other advertising opportunities, including the City Paper, which Dorian Winterfeld volunteered to investigate further. The board noted that having printed menus available would help with marketing efforts.

Waiving membership fees: Dorian Winterfeld made a motion to waive the membership fee for new volunteer bartender Bobby Hawke. The bar manager noted that volunteers working in the cafe need to be members for insurance reasons. *Michael Hartman seconded the motion and it was unanimously approved.* Tom LeaMond made a motion to waive membership fees for Michael and Leah Moon. *Michael Hartman seconded and it was approved unanimously.*

Party for Julio: Long-time employee Julio is leaving the Cafe at the end of August, and the board discussed potential dates for a goodbye party.

Other business:

The next meeting was scheduled for July 22 at 6:30.

Adjourned – 8:55pm

Submitted by Mark Cheater