

New Deal Café Board of Directors Meeting (online)
Monday, March 23, 2020
MINUTES

Attendees

Board of Directors: Tom LeaMond (President), Mark Cheater (secretary), Michael Hartman, Dorian Winterfeld (treasurer), Diana McFadden

Audit Committee: Raven Eyes Cagle, Mike Stark, Naomi Littlefield

Staff: Amethyst Dwyer

DC Vegan: Michael and Leah Moon

FONDCA: n/a

Visitors: Connie Davis, Susan Barnett, Susan Harris, Lore Rosenthal, John Campanile, Arlene Kaminsky

Call to order – 6:34 pm

Approval of minutes of 2/24/20 board meeting

Dorian W. / Michael H – 2nd / Unanimously approved

Reports

DCVegan: Working on offering a menu of individual items for contactless pickup and delivery, available from 3 to 7pm Tues to Sunday. Please publicize. Continuing to offer the “fill your fridge” menu for larger quantities of food. Applying for small business loans and grants. Had to lay off all hourly staff.

President: We decided to close the Cafe music, bar and in-house dining operations on March 16 due to coronavirus and out of concern for the safety of our customers and staff. The board has been talking continuously since then about ways to keep the Cafe afloat--loans, donations, etc.--and creative ways to serve the community, such as online happy hours and music events.

Treasurer: We have money in our checking and money market accounts, but the bills keep coming in even though we're closed. We are talking to our various creditors and landlord to try to get some relief, and we are also raising money on our website through PayPal. We now have the option to sell gift cards online through our Toast POS system--will put a button on our homepage tomorrow. Will apply to state grant and loan programs as soon as possible. (*John C--trying to get a GoFundMe campaign launched with FONDCA--waiting to hear back from FONDCA's treasurer.*)

Secretary: Will send out an abbreviated April newsletter; items due March 27.

Audit Committee: No report.

Bar Manager: All of the bar staff were laid off on March 16. Discussion about the possibility of selling beer and wine for delivery/carryout; conclusion that the need to check customer IDs makes this impractical and potentially unsafe.

New Business

Virtual Events: We need ideas for events, e.g., music, poetry, meet-ups, and volunteers to host these events. Will hold a “Campfire Session” on March 25 on Zoom.

Efforts to Keep the Cafe Alive: Arlene K reported on what other music venues are doing (hosting music on Facebook Live, asking people to buy gift cards or merchandise, setting up GoFundMe or other fundraising campaigns to help out staff, selling restaurant ‘bonds’ [essentially gift cards]). Discussion about asking visual artists who display and sell their work in the Cafe, to consider donating art for Cafe fundraising, or selling the art online and donating a portion of the proceeds to the Cafe.

Donation premiums: We will give 25th anniversary merchandise to people who donate to Cafe relief efforts, based on donation levels previously approved by the board. Need to publicize this merchandise better (e.g., on Facebook), and provide links, sizing information for the T-shirts online.

Annual Meeting: Currently scheduled for May 3. Discussion about possibility of postponing, or holding it online. Decided to revisit this topic on April 1.

Next Meeting: April 27.

Adjourned at 8:04pm

Submitted by M. Cheater 3/26/20