

New Deal Café Board of Directors Jan. 2023 Meeting (online)
Monday, Jan. 23, 2023

MINUTES

Attendees

Board of Directors: Michael Hartman (President), Dorian Winterfeld (Treasurer), Mark Cheater (Secretary), Katy Gaughan, John Campanile

Audit Committee: Abby Crowley, Brett McCoy

Cafe Music Coordinator: Caitlin Gompf

Cafe Food & Beverage Manager: Dan Gillotte

FONDCA: Meg Haney

Visitors: Scott Stark, Susan Harris, Johanna Goderre, Connie Davis, Jay Bellamy, Donna Hoffmeister, Carla Monardes, Bill Jones, Lore Rosenthal, Joe Harris, Raven Eyes Cagle, Deb Daniel, P. Martin, Stephanie R.

Call to order – 6:31pm

Approval of agenda: *approved unanimously*

Approval of minutes of 12/5/22 board meeting: *approved unanimously*

Reports

President: Michael H. thanks the development team for their work in locating grants and asks for volunteers to help with writing grant proposals. He encourages everyone to support the Cafe by purchasing food and drinks, and to use the feedback form on our website if they have complaints, concerns or questions.

Treasurer: Dorian W. shares NDC bank balances: We currently have debts of about \$166,000, and deposits of about \$79,000. For all of 2022, we only lost about \$4,000—thanks in part to donations and forgiveness of federal loans. We need to continue to seek new members, get grants, and help FONDCA raise money in 2023.

Secretary: Mark C. thanks everyone who has joined or renewed their membership so far this month, and reminds folks to renew their memberships early in 2023. He reminds everyone about the upcoming deadline for the newsletter, and asks folks for their help in growing our email list by forwarding the newsletter to friends, neighbors, and colleagues and suggesting they subscribe.

Audit Committee: Abby C. reports that the committee is still looking for a new member. She reports that the leadership team had a good meeting with the city's new economic development coordinator. She expressed concerns that someone needs to take the lead on applying for grants, that the Co-op's loss in 2022 is not sustainable, and asked what the Co-op's plan is for moving to profitability.

Cafe Manager: Dan G. reports that he is starting to do back-room rentals as a way to bring in extra revenue (and support the Cafe's membership program by offering a discounted rate to members). He is planning to offer special menu items for upcoming Mardi Gras and St Patrick's Day holidays, and hoping for good crowds at both events. He and his team are working on getting an online reservation system up and running. He reports that the Co-op is continuing to lose money on the Cafe operation, which he attributes to both the general economic challenges facing all restaurants and the costs of absorbing all of the Cafe's bills and paying workers a livable wage. He is working to address this deficit by controlling labor costs, raising prices judiciously to reflect increased food and supply costs, and increasing average customer receipts. He reminds everyone that the Cafe economic model relies on people spending money on food and drink, and points out that if folks would simply order an additional drink and/or food item each time they come, this would be a big help. There was a discussion about food offerings, the possibility of instituting a cover charge and/or enforcing the requirement that people who reserve tables must order food.

Music Coordinator: Caitlin G. spoke about partnering with a local, nonprofit record label to host monthly artist showcases ("This Could Go Boom"), and lining up a sponsor for these events. She is also trying to get the Cafe's music line-up to more fully represent the diversity of our community. And she is trying to schedule more theme- and party-oriented events, e.g., Renn Faire Friday.

FONDCA: Meg H. said FONDCA will soon install a special Black History Month art exhibit called "Resistance and Resilience in the African Diaspora," and will schedule a reception for that exhibit that she encourages all to attend.

Old Business

Sound Volume Proposal: Scott Stark, the Cafe's lead sound engineer, summarized his proposal for keeping sound levels in the Cafe within reasonable limits, which was initially discussed and tabled at the Dec. 5, 2022, board meeting. He recommends the board adopt guidelines that sound levels be limited to about 90 decibels coming directly off the Cafe stage, and about 95 decibels in the back room as a whole (stage amps and PA system combined). After a discussion, Mark C. moved that the board adopt the proposed sound volume guidelines, and John C. seconded the motion. *The motion passed unanimously.*

New Business

2023 Budget: Dorian W. shared a draft budget, which anticipates about \$67,000 in spending to support the music program. There was a discussion about proposed spending line items, and setting targets for income to match spending (e.g., \$45,000 in donations, \$5,000 in memberships, \$17,000 in grants.) The board agreed to continue to discuss and refine the budget.

Call for Volunteers: Michael H. and Katy G. reminded folks that we need folks to help with a variety of projects, including fundraising, organizing and marketing the John Guernsey art collection, and organizing the basement, among other projects. Those interested should contact the board at boardofdirectors@newdealcafe.com.

Next Mtg: Feb. 27 at 6:30pm

The meeting adjourned at 8:35pm.

Submitted by Mark Cheater 02/22/2023; approved 2/27/23