General Manager FYI
September 30, 2019
No action needed

SALES

- August sales were up 1% compared to August 2018.
- New Ownerships:

	2017	2018	2019
February	137	84	75
March	85	81	78
April	100	94	69
May	69	97	72
June	76	76	111
July	122	106	106
August	207	272	234

MARKETING

- Round-up coming up in October! We're holding a round-up campaign for Co-op Month (October) during which time we'll be asking customers to round up their totals at the register to add money to our Cooperative Community Fund. The amount that Co-op shoppers donate up to $1,000 will be matched by the Moscow Food Co-op (half), and Equal Exchange & Frontier Co-op (half). $1,000 in donations from shoppers = $2,000 to our Cooperative Community Fund.
- Events:
    - Healthy Eating on a Budget – due to declining attendance Marketing has increased their advertising spending on class promotions. The next class, Fruits and Vegetables, is scheduled for October 26th at 4:30 p.m.
    - The next Food For Thought film series film Sustainable airs on October 16, 2019 at 7 p.m. at the Kenworthy.
    - New Owner Store Tours are now regularly scheduled for the first Saturday of the month at 2pm. The next tours are October 5th and November 2nd.
- Around the store:
    - We have some interior design projects in progress:
        - Updating the flags hanging at the front of the store
        - Prepping for Co-op Month's art show
        - Updating marquee signage
        - Designing vinyl wrap for our future delivery van
- Media Coverage
    - We had a great photoshoot with UI Creative Services who will be using Co-op photos in future university promotions.
    - We had an interview with Malu Santos of CWPB and Murrow News * about the Dime in Time program.
    - We had more than 20 media placements total in September, with stories picked up by five different outlets.

PHYSICAL PLANT

- We installed an air curtain on the loading dock doors. This will help regulate temperature in the backroom and will keep bugs outside.
- Bakehouse:
    - Refrigeration is up and running.
    - The dishwasher is hooked up.
    - We're working on securing a van from Spokane.
    - Powell Plumbing will be in to hookup the water softener.
    - Additional equipment will be hooked up in stages over the next couple of weeks until we're up and running.