General Manager FYI
October 28, 2019
No action needed

SALES

- September sales were **down 3.8%** compared to September 2018.
    - Grocery was down 4.2%
    - Wellness was up 0.8%
    - Produce was up 5.6%
    - Meat was down 4.5%
    - Bakery was down 3.9%
    - Prepared Foods was down 11.3%
    - Campus was up 4.7%
- It is worth noting that September 2018 sales were up almost 10% over September 2017 – they were likely artificially high because the center store project had been completed.
- New Ownerships:

	2017	2018	2019
June	76	76	111
July	122	106	106
August	207	272	234
September	163	184	171

CUSTOMER SERVICE

- Customer Experience Survey results:

	Overall Satisfaction	Availability of Staff	Friendliness of Staff	Helpfulness of Staff
Jun-19	73%	73%	84%	80%
Jul-19	74%	74%	84%	82%
Aug-19	65%	65%	79%	76%
Sep-19	69%	70%	79%	42%

DOWNTOWN OPERATIONS

Center Store:

- Hired new Chill/Frozen buyer to distribute responsibilities for Grocery Purchasing, allowing both buyers to give more attention to orders and merchandising.
- Working with Spiral Rock in Lewiston to bring in their kombucha in bulk; would replace Bare Culture.

Bakery:

- Paper cookie bags are here!
- Pie season is in full swing. We're pleased with the results of efforts to promote take-and-bake pies, which reduce pressure on our ovens and extend the sellable life of each pie.

Produce:

- With local season winding down, we're doing local farmer focus groups for insight into how our partnerships can be improved for 2020.
- Our annual nursery inspection was performed on Friday, October 25.

Meat:

- The first delivery of Diestel holiday turkeys have arrived. We're using bakehouse freezer space for much-needed additional storage.

Front End:

- Cashiers exceeded their goal for Co-op month register round-ups!
- Joseph has made some changes to our return policies to make the procedure simpler and easier for customers.

Prepared Foods:

- Cooks and servers are excited about a refreshed November menu that brings back some perennial customer favorites and addressing specific customer requests.

Recent positive customer feedback:

- 10/28: Thanks so much for your Bicycle Benefits and your bike trailer parking. You're great! (Comment card)
- 10/22: Thank you!!! for the paper packaging of the cookies. Now I can buy cookies again almost guilt-free. (Comment card)
- 10/22: The white bean chili was GREAT! Deep flavor, all cooked perfectly. (Comment card)
- 10/18: Love the hot bar and salad bar options. The staff is always very polite and I enjoy shopping at the Co-op almost daily. Food is excellent and usually has a good variety. (Customer experience survey response)

- 10/15: I was pleased with the options I had for the custom cupcakes I ordered for my son's birthday celebration at school and the quality I can expect every time. (Customer experience survey response).
- 10/11: Good food, nice setting, great staff. (Customer experience survey response).

MARKETING

- FLOWER
    - 28 shoppers joined or renewed so far in October
    - The total number of FLOWER participants is 157, as of Friday, October 25th
- Dime-In-Time
    - As of Friday, October 25, customers donated $635.90 in tokens.
    - September Dime-In-Time numbers were record-breaking. Shoppers donated a total of $813.60 in tokens!
- Media Coverage: There were three news stories published about the Co-op in October, including a feature about local events, and a feature on a local product we carry.
- Co-op Month round-up campaign: So far this October, customers rounded-up a total of $1,253.96 to our Cooperative Community Fund.
- Max will be representing the Co-op on Thursday, October 31 at the Downtown Trick-or-Treat.
- Tasteful Thursdays:
    - Marketing has been busy planning this year's Tasteful Thursdays series. Some vendors who will be participating are: Kamiak Coffee, Irish Spike's Hot Sauce, Paradise Creek Brewing, Palouse Prairie Farms, several wineries, Tieton Ciderworks, and Love's Kombucha. We're still adding more as folks RSVP.
- Upcoming events & classes
    - November 8th – Wine Tasting & Pairing, the sparkling and dessert wines edition.
    - November 16th – Healthy Eating on a Budget
    - Possibly another Craft Beer 101 class, also in November

PHYSICAL PLANT & BAKEHOUSE

- Our new van arrived in Moscow on Friday, October 25th!
- Duct work will begin on Monday, November 4th at the latest. This is one of the last steps prior to inspection and move-in.
- We're working on getting quarterly refrigeration maintenance scheduled for November.
- IT: all computers have to be reconfigured around Windows 10 before January 19th.
- E-commerce: we will begin in-house testing in November for the tech side. Looking forward, we'll likely begin testing with a small external customer base in Q1 2020.
- We are looking to change merchant services providers in Q1 2020. Switching from WorldPay to FirstData will allow us to have off-the-shelf PCI compliance.

FINANCE & HUMAN RESOURCES

- Changes to the Co-op's break policy become effective on November 1. These changes include scheduling all staff who work more than 6 hours with an unpaid 30-minute lunch break.

- Turnover continues to be on-pace with retail turnover rates of 61%. This can be challenging because we feel like we're constantly hiring.
- PTO changes and wage increases for hourly staff went into effect on October 6th.
- We hired a new Marketing Manager, Mr. Steve Corda, who comes to the Co-op from the University of Idaho and brings with him over 20 years of experience in marketing. Steve starts at the Co-op on Monday, November 4th.
- We've also hired a new Center Store Manager, Ms. Jeniel Vereline. Jeniel spent 7 years working for Hunger Mountain Co-op in Vermont as their Operations Manager. She also worked at BriarPatch Co-op in California and The Common Market in Maryland. She's relocating to Moscow and planning to start on Wednesday, November 6th.