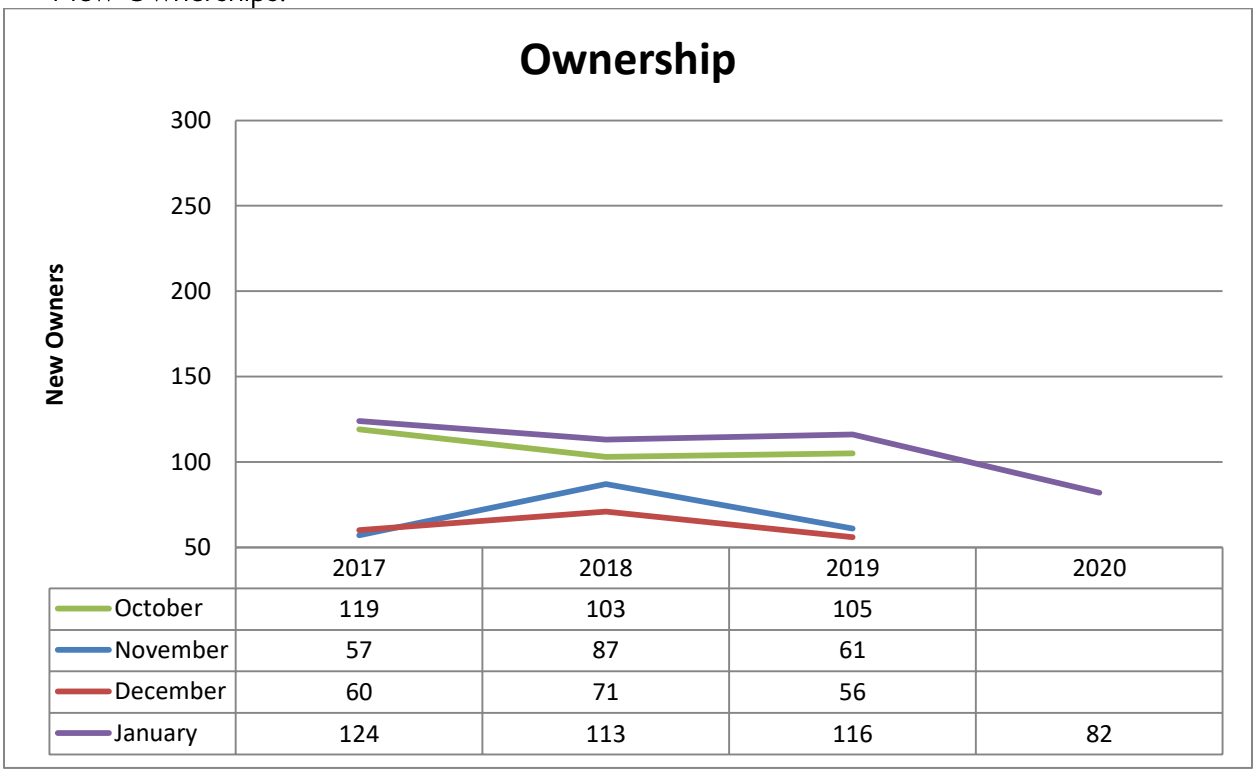
General Manager FYI
February 24, 2020
No action needed

SALES

- January sales were **down 6.2 %** compared to January 2019.
    - Grocery was down 6.9%
    - Wellness was down 4.6%
    - Produce was up 1.8%
    - Meat was up 1.2%%
    - Bakery was 17.2% (Bakery was closed for 4 days for the move)
    - Prepared Foods was down 9.3%
    - Campus was down 17.7%
- New Ownerships:



	2017	2018	2019	2020
October	119	103	105	
November	57	87	61	
December	60	71	56	
January	124	113	116	82

CUSTOMER SERVICE

- Customer Experience Survey results:

	Jan-19	Jan-20
Overall Satisfaction	73%	81%
Availability of Staff	67%	74%
Friendliness of Staff	72%	80%
Helpfulness of Staff	70%	70%
Cleanliness of Store	73%	80%
Availability of Products	50%	49%
Greeted by Someone Other Than Cashier	61%	65%

DOWNTOWN OPERATIONS (Updates provided by Kerry)

Center Store:

- Rather than simply replacing a stocker who is moving to the southwest to start a goat farm, the Grocery team has hired a second receiver to back-up our lead receiver in the interest of improving departmental resilience and scheduling flexibility

Bakery: No update provided.

Produce: No update provided.

Meat: No update provided.

Front End: No update provided.

Prepared Foods:

- Coming Soon - we're adding a 20oz drink cup option
- The Deli Service Manager is now overseeing the Campus Lead
- The team is still working on the addition of an oatmeal program; we've been delayed by some unplanned departures of key staff and heavy server turnover
- A new spring menu to launch in March with even more expanded vegan options and limiting peppers and spice in line with customer comment card trends

Recent positive customer feedback:

2/23: I can get products there that I know I can trust and their FLOWER program makes healthier eating more affordable and possible for our family. (Customer Experience Survey)
2/18: My special orders come in promptly and I'm notified when they do. I'm told when there are problems with the products I use regularly and the staff is friendly and knowledgeable. (Customer Experience Survey)
2/17: I was at first skeptical as to whether a vegetarian banh mi (with tofu instead of pork) could really have that completely distinctive banh mi taste. But this one absolutely does – it's amazing! Kudos to the chefs! (Comment Card)
2/11: Peg the wine buyer! Thank you! I came here specifically to find good Oregon Pinot Noir. I used to work at Patten Valley Vineyard and am so excited to see you carry them! Dereck the winemaker is the best! Again, keep doing what you're doing! (Comment Card)
2/11: Thank you for the variety in the cold and hot bar today. I enjoyed the kale, apple, and quinoa salad so much that I requested the recipe! Thank you, too, for the recent follow-up call when I registered a complaint. (Comment Card)
2/6: They are friendly! And it is clean. And everyone is very helpful. I like that I can trust the brands that they pick to put on the shelves! (Customer Experience Survey)
2/5: Outstanding staff, wonderful produce and grocery, and live local food options! (Customer Experience Survey)
2/3: We like the products and service at the Co-op. Always a pleasant experience shopping here. We were able to get a good lunch. (Customer Experience Survey)
2/3: Thank you for wrapping burritos in paper and not aluminum. My family has been cleansing aluminum out of our bodies for 3 years. We don't want any more aluminum. (Comment Card)

MARKETING & OUTREACH (Updates provided by Marketing)

- Owners week brought in **89 new owners** (more than the previous three February Owner's Weeks each brought in). 2,888 total owners took advantage of the 15%-off discount. Marketing met lots of folks at the owner engagement table
- 12 media placements January 2020
- Dime in Time results for January 2020 were an ALL TIME RECORD:
    - 8,442 dimes were donated to one of the three possible recipients
- FLOWER
    - 7 new participants signed up in January
    - Total current participation: 179
- Upcoming events:
    - February 29 - Healthy Eating on a Budget 2: Protein
        - A Co-op class taught by Alice Ma. Attendees will sample easy, low-cost recipes that are 100% plant based and free of the 8 most common food allergens. This class's theme is plant-based protein. $5, $3 for Co-op owners and free for student owners and owners participating in FLOWER. Saturday, February 29 at 4:30 p.m. at the Co-op on Campus

- March 27 – Craft Beer 101: Beer and Cheese Pairings
    - The newest in our educational series on beer, this class will focus on pairing foods with different styles of beer. Class takes place at 6 p.m. at the Co-op on Campus
- March 28 - Healthy Eating on a Budget 3: Fruits and Vegetables
    - A Co-op class taught by Alice Ma. Attendants will sample easy, low-cost recipes that are 100% plant based and free of the 8 most common food allergens. This class's theme is fruits and vegetables as the centerpiece of the meal. $5, $3 for Co-op owners and free for student owners and owners participating in FLOWER. Saturday, March 28 at 4:30 p.m. at the Co-op on Campus
- April 4 – Zero-Waste Cooking
    - This unofficial member of the Healthy Eating on a Budget series is focused on using parts of the food we might ordinarily consider scrap, like peels, greens, and stubby ends. Class begins at 4:30 p.m. at the Co-op on Campus
- April 24 – Wine 101: White Wines
    - Peg teaches this class all about wine and how to differentiate between different styles. We'll be pairing each one with cheese from the Co-op chosen to bring out its flavor. Class takes place at 6 p.m. at the Co-op on Campus
- April 25 – Healthy Eating on a Budget #4: Everyday Desserts
    - This is Alice's favorite class, where she shows off easy desserts that you can make part of your everyday routine. Class takes place at 6 p.m. at the Co-op on Campus

PHYSICAL PLANT

- IT
    - Matthew and Melinda are still working closely with Dick from NCG to hire a managed services provider for specific IT work. We've narrowed the search down to two Spokane-based companies and we're waiting for quotes/proposals
    - We are working closely with NCG and Cordelia (David Nelson and daughter Kate's company) to prepare our e-commerce platform. Look for a soft launch in June
- Facilities
    - Facilities is working closely with the Bakehouse to coordinate delivery of baked goods now that the bakery has been relocated
    - Annual sustainability metrics reporting (as part of the Co-efficient program is underway
    - We haven't yet decided on what we're replacing the cold salad case (self-serve, currently being used as an ice table). Ken, a Prepared Foods Specialist with NCG, is helping us make an informed decision
    - We're going to be cleaning out the Co-op storage units in March and we're considering having some kind of garage-sale style event to give owners an opportunity to purchase things we're no longer using

FINANCE & HUMAN RESOURCES (Updates provided by both Deb and Heather)

- All 2020 departmental budgets are available for manager to access for their planning and performance tracking purposes
- Finance has been doing prep work for both income taxes and the annual review by Wegner. Deb estimates that she is approximately 85% ready. We're still waiting on final depreciation figures from Kevin, the local CPA
- Deb is re-reading "Finance for Non-Finance Managers, making notes, and getting ready to help the GM develop a better finance training for directors
- Heather (HR) is currently updated all Job Descriptions with organization-wide expectations around customer service and attendance. She's also adding clarity to Pay Groups and FLSA status
- The Employee Handbook updates are coming along
- Heather completed end of year reporting, including W2s, ACA reporting, and 401k reconciliation
- Heather implemented Push Reporting in Paycom. Managers will now receive automatic reports about weekly labor and attendance
- Heather implemented Performance Management documents in the HR system. This will allow managers and employees to reference these documents digitally in each employee's file, Managers and employees are also able to create Development Plans for growth and promotion