

Agenda
09/27/21

SALES/PAYROLL SUMMARY

| | Sales | Hours Scheduled | Hours Worked |
|---------------------|--------------|------------------------|---------------------|
| 9/19/21 - 09/25/21 | \$7071 | 104 | 105 |
| LAST WEEK | \$8258 | 126 | 129 |
| 09/22/19 - 09/28/21 | \$5150 | 97 | 91 |

HIGH's for the Week

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HOUSEKEEPING

- Rachel to Start Cleaning Audits (1/week) to have for Monday's. GM & Lead take them to the team.
 - May add Online to it
- Start updating Open/Close Checklists for Spring (have complete by Feb 2022). AND SOP's (all inclusive).
 - May want seasonal checklists.
 - Recycle/Trash/Compost to come in Wednesday mornings
 - Cleaning Door
 - Keep vents clear

SCHEDULE

- We will update every quarter.

MARKETING

- Social Media Update
- Pictures for ONLINE
- Email Campaigns
 - Cinnamon Donut (complete)
 - Build your own sandwich (complete)
 - Need an updated hours (Monday 09/27/21)

MERCH

- What did INSTA tell us?
 - Next Steps

- Rethink the below???
- Woman Powered OR (should we choose 1 for this year?)
- “Lick Local” Branding to raise money for Rescues???
- Pints
- Sweatshirts
- Label for Pints
- Stamp
- Update Pint of the Month Card

UPDATES

- Jumbo Straws here
- I moved the pretzels and peanuts to Maryland
- I have Global Gift Cards for Employees
 - How will they work/get refilled
- Empowerment Awards
 - How will they work/who gives them?
- I ordered charcoal and black cocoa
- Starting to fill Pints
 - I am going to make a list of flavors to produce/pint/label. Open to suggestions.
- I have updated the range for catering with the truck to 20 miles
- Pumpkin Cheesecake in the works

PRODUCTS

- Jars ready for Thanksgiving/Christmas and then moving forward all year(?)
 - **WHITE OR BLACK LIDS???**
- PINTS
 - Started filling. Will continue as we move forward.
- Off-season packaging/bag ideas
 - Let’s look at costing on new bags.
- Halloween Roll out 10/15
 - Graveyard Sundae
 - Candy Corn
 - Black whip cream
 - BLACK OUT SHAKE

IMPROVEMENTS

- Improvement idea each week - Complaint, Update, Frustration. Something to fix.
- Any Feedback on the Shop and Service - Complaints? Compliments?
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TRAINING

- UBER (Next Week)
 - I will have a computer for you next week

- Service (following UBER)
- Keeping on our Radar
 - Ice cream making
 - **Service training - start adding to our weekly Monday in two weeks**
 - **Start this week - affirmations/empowerment for team**
 - **Keep tabs on Comments about service**
 - Process for busy times (who does what?)
 - Expectations for closing
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