

MEMORANDUM

Date: February 13, 2025

From: Sweet Charity Oversight Committee

Re: Notes of Video Call on 2/10/25 Regarding Positions Memorandum of Feb 2025

Present on Call: Jim Brekovsky, Nancy Loughran, Meg Sarnoff, Ward Pedde

OUTLINE OF RESPONSIBILITIES

A draft outline of store positions and responsibilities had been provided by the Oversight Committee prior to the call. It was agreed that formalizing these duties is beneficial for all parties. The remainder of February will be taken by all to denote changes/additions and for Meg and Ward to assign primary responsibility for Shop Management tasks. ***Edits should be submitted to Nancy by 3/1, with document finalization targeted for early March.***

GOALS FOR REMAINING 3rd QUARTER 2025 (ends 3/31/2025):

- ☒ Submission to OC any holiday-related store closings for 2025:
 - Shop Closures will be Friday and Saturday, 7/4 and 7/5; Thanksgiving Day 11/27; December 24 & 25; December 31 and January 1, 2026.
- ☐ Store Management and Administrator will implement a furniture inventory management system by the end of Feb 2025.
- Agreed that Meg and Ward would devise a system to date the furniture inventory. Using current inventory tags, inventory already on the floor will be dated the actual February date that this is accomplished. Future inventory will be dated the actual date that furniture hits the floor. Markdowns of 20% will be manually made if the item has been on display for thirty days and another 20% after two more weeks. When furniture is sold, the tag will be retained and the date sold and price noted on the back, submitted to Nancy monthly to be tracked on a spreadsheet.
- ☐ Truck Update: Meg made contact with Kitty Van Bortel at Van Bortel Subaru, and she expressed interest in helping us secure/pay for a box truck. Jim Flanagan has

subsequently reached out to Kitty but not received a response . Will continue to follow up this month.

- ☐ Formalize contingency plans for store operations if managers are not present, including providing a key set to the Business Manager and possibly other key volunteers.
- A phone tree will be established so if the managers are unable to provide coverage for each other at the last minute, the Business Manager and other key volunteers will be called ASAP to ensure the opening of the store. All parties should have each other's phone numbers in their contacts to make notifications as easy as possible.

OTHER ISSUES DISCUSSED:

- Meg has spearheaded a revamp of the storage space in the back room, replacing old shelving with shelving with better scale. China boxes, lamps, etc. are off the floor and there is adequate space for furniture storage. There is no inventory, boxes or storage tubs, etc. in the hallway in Sweet Charity space. This greatly enhances the safety and utilization of the backroom environment. Plans to reconfigure the office were also shared.



- Meg reported that two volunteers were recently released due to poor fit. New volunteers have been recruited/trained to the extent that (minimally) each morning of the week has a volunteer cashier on the schedule, freeing management time considerably.
- Nancy will be providing to the dedicated Jewelry and Artwork volunteers a monthly spreadsheet of revenue and item count sold. Ward asked if the same can be done for glassware. Nancy will recap glassware sales to date for the managers by month end, then quarterly going forward, to be shared with the backroom volunteers.

- Meg, Ward and Nancy agreed that 6-8 photos (minimally including a furniture, jewelry, artwork, and decor shot) for social media will be taken and texted to Nancy by Thursday morning and late Saturday afternoon each week. The preference is to use the shop iPhone (it is set to take the pictures in the format needed for posting and personal phone storage will not be impacted). Nancy will consistently post Monday night and by Thursday midday. Meg and Ward will post new furniture/other high profile items as they are brought to the floor and manage the inquiries/comments on the platforms.
- Participation in the Thursday night FPMA Sip N Shop has not yielded many sales past 6pm for the two times we've participated (Nov and Feb). The May and August events may yield additional sales in good weather and longer daylight. We will try the next two events as conceived by the FPMA, and readjust if necessary to match our normal closing hours.

FINANCIALS:

Jim reviewed the financial results from the first two quarters, commending management on the 15%+ uptick in net revenue. The Board recognizes the necessity of this revenue stream to ensure the viability of Advent House and pledges support for efforts to increase sales, improve efficiency and safety and acknowledge the volunteers for their commitment.

NEW MARKETING/PROMOTION INITIATIVES:

- ☐ A one- time 10% off full purchase coupon for new residents will accompany the rack cards already provided to the FPMA for their *Welcome New Residents* quarterly program. Coupon will expire 12/30/2025.
- ☐ A one-time 10% off full purchase coupon will be designed and attached to receipts given to items donated via our pick up service. This will be in place by the end of February. Coupons will expire two months after the date of pickup and be dated by the drivers.
- ☐ Reusable Sweet Charity imprinted bags will be re-ordered and sold for \$2 (covering cost). Every Tuesday will be '10% off Tote Tuesday' for customers bringing their tote in. Target start: March 4.
- ☐ Sweet Charity will be participating as an advertiser in several upcoming print publications that are distributed in the greater Rochester area, including a feature publication on businesses with a sustainability focus.

- ☐ Idea of a *Sidewalk Sale* this summer was broached and received with interest. Nancy will work with management to schedule and promote the event, which should be of high interest to our demographic.
- ☐ Targeting a direct mail campaign to affluent zip codes in the Rochester metro area early this summer.

Respectfully submitted by Nancy Loughran