

## THE CANNABIS CORNER

# NOVEMBER 2017 DIRECTOR'S REPORT

---

**Net Sales: \$89,377**

**YTD Sales: \$1,341,593**

**Taxes Paid: \$30,323**

**Net Operating Income: -\$1,726**

**Net Income: -\$5,794**

**Debt/Interest Paid: \$4,407**

## BUDGET HIGHLIGHTS

NOVEMBER: SALES DOWN \$24,201 from LY (or 21% Due to fire and competition) YTD DOWN \$100,604  
FCC Sales = unknown  
YTD DOWN \$100,604 (or 7% Due to reduced product cost/pricing, ice storms, fire, and competition)

NOVEMBER: INCOME DOWN \$555 from LY

NOVEMBER: EXPENSES DOWN \$24,192 from LY

## AGENDA ITEMS

### Last Meeting Follow-up

- **MARKETING:** Have sent a message to Teunis regarding marketing LLC
- Still looking for Contract Snow plow/Parking lot care during winter (neither plow from last year replied)

## NEW BUSINESS

- Message out to Teunis regarding legal requirements of Grant Application/Contract
- Budget revisions - will probably have to revise in Feb due to lower sales
- Have revised PTO policies and instituted some Customer Service enhancements to try to recoup our market share
- Adding new product release days or special sale items every Friday & changing our Evergreen Club sale item to release every Tuesday

## CLAIMS SUMMARY HIGHLIGHTS

**NEW VENDORS:** n/a

**SPENDING:** Columbia hardware (light bulbs) **\$36.57**, Guide Resource Services Inc (advertising) **\$1150.00**, Hood River Sand & Gravel (fix parking lot) **\$96.25**, Skamania County Pioneer (publish budget) **\$15.00**, Tane Electric (fix floodlights, suspected power surge) **\$186.72**, Target (holiday decor) **\$35.00**, UPS Store (return pipes) **\$21.12**, Walking Man Brewery (manager's meeting) **\$115.00**, Walmart (holiday decor) **\$46.53**

**ALL other spending is regular monthly, payroll, and product.**

## ROBYN'S NOTES

Due to complications with the LCB inventory system changeover, we opted to order November's inventory in October. This made scheduling sale items and product releases much easier & kept us on schedule with social media. In November we opted to continue with this early ordering strategy and receive our December product orders in November. However, due to the larger chunk of our market share taken by our competition I have decided we will order no product in December. January will be a clearance month for us at the shop. We will resume product orders in January to restock for February.

Additionally, we are taking an intensive look at all of our vendors and products to ensure we are delivering the best products for the highest profit to the delight of our customers. I am working on some additional customer service training for our staff to ensure we keep our market share away from our competition. I have also made some adjustments to how PTO is paid to further reduce costs.

Last, Hannah and I have developed our marketing budget for 2018. We have decided on our most effective print advertising in the local market, continuing service with Leafly, and ~~targeted radio promotions~~ *increasing our outgoing text messaging*. Focusing on local events, we have budgeted for t-shirts and other merchandise. In addition to selling merchandise at pop-up shops we plan on attending the Blues & Brews festival and hope to participate in other beer/wine/over 21 events throughout the Gorge. Finally, we think that "Evergreen Events" can put energy behind two major events in 2018, a trail run and a disc golf tournament to benefit the North Bonneville trails association and/or the NB Auxiliary.

## INDUSTRY/LCB NEWS

**MEDICAL:** We are down again...cannot issue cards.

**GENERAL:**

**OREGON:** n/a

**OTHER:**

## STORE NEWS

**STAFFING UPDATE:** n/a

**ADVERTISING:** 12 exciting gift packages for the Holidays! Evergreen specials each week. New product releases every week!!

**GENERAL UPDATES:** Our competition continues to take a larger chunk of our market share. We are re-grouping and have developed a number of strategies including a renewed focus on customer service and branding as well as cutting back any unnecessary spending and reducing budgets.

**EVENTS:**