

RFP# 3530-381-7627 (ACV Terminal Cafe) Arcata-Eureka Airport

Attn: Dianna Rios (drrios@co.humboldt.ca.us)

**Project Coordinator for Humboldt Economic Development Division; County of Humboldt
Department of Aviation**

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Project Contact: Teisha Mechetti, [REDACTED]

To Whom it Concerns,

In reviewing this proposal in representation of the Humboldt County Economic Development Division, in the interests of the Humboldt County Department of Aviation, and in the interests of ACV Airport regarding this proposal. We are grateful for receiving notice on this RFP and would be honored to support the ACV Airport with a sustainable cafe model to support Patrons and Customers who desire quality, organic, locally sourced products.

This unique opportunity was interesting, particularly due to past experiences with the Terminal Cafe and the limited options available as well as limited operational hours. To date, I have gathered feedback from other recent patrons of ACV and similar complaints arose regarding the topic of providing reliable, quality products and services.

With our organizational team and model we feel we are an excellent fit for this RFP opportunity.

We are hereby presenting to the ACV Terminal Cafe and Community, Mama's Kitchen, which is modeled around an Organic and Locally Sourced framework designed to provide diversified affordable options to patrons and staff of the ACV. The model adheres to a "home cooked" quality and emphasis on the menu items provided. It is the intention to accommodate daily or weekly special items to keep the menu fresh and diverse to encourage return customers based on productivity of the Cafe.

Corporate Organization Details

Mama's Kitchen is a General Stock Corporation (S Corp Election) organized in Wisconsin, held under the name of The Real Bean, by and between Teisha Mechetti and Mechetti Revocable Trust as listed members. The Revocable Trust is organized in Oregon and holds a Statement of Designation in California and is not subject to CA State withholdings as per the beneficiary arrangements at this time. The Lessee will provide Statement of Designation and Copies of Articles for Mechetti Revocable Trust and Articles of Organization and ByLaws for Mama's Kitchen upon execution of the bid contract.

Executive Summary

In review of the RFP for this opportunity, it is clear that ACV wants to provide a warm and welcome environment for patrons and aviation staff to enjoy the local, organic, and homemade delights of the area, providing a diversified option of custom fresh menu items along with an opportunity to unwind after the flight of the day with a Beer or Wine option.

Some of the notable drawbacks behind the Cafe model that was offered prior were the limitations on hours of operations, available options, and staff to serve in a timely manner for patrons who were tight for time through TSA. In conversations with the prior owner it was understood that the prior business did what they could within the confines of lower passenger turnovers, delay, and unexpected pitfalls on flight expectancy, with the resources they had readily available from their other locations. With these limitations, the revenue model was also limited to a narrow range of options, which in turn limited the revenue potential of the former model. With this new revenue model we foresee a much higher rate of return, due to several factors including, but not limited to: *careful preparation of key menu items, longer operating hours to prepare for the following day, offering a limited evening menu to cater to staff and flights, diverse quickbite and togo items, larger breakfast and lunch meal options, utilizing the seating area outside (weather permitting), and the offering of beer and wine.*

I do believe a more diversified approach to offerings will make the Cafe more lively and more comfortable for patrons to relax with lunch and a friend after their flights, or to cater to the delayed passengers that find themselves mulling around the airport due to unforeseen delays. In addition to this we do feel that staff of ACV would prefer a diversified menu of locally sourced, affordable, and healthy options if it were made available.

The model that we provide to you was modified from a similar proposal that was implemented in Rio Dell, in attempts to revive a failing Cafe owned by a separate party. With limited cooking facilities, lack of hoods, and grease traps, the project we designed for that facility also posed similar restrictions on what could be reasonably provided. With this we were able to accomplish a diversified set of menu items that catered to the general masses and provided quality, organic ingredients. Upon a soft Pilot Launch we were able to attract new customers to the Cafe, however, ran into legal issues with the building owner and were forced to close the

Pilot Launch in about a month's time. The Cafe and building owner was never able to successfully revive the Cafe after our attempt to resuscitate the business model.

Experience and Management Plan

Organizational Team:

Teisha Mechetti: Owner/Compliance/Business Management:

- Food Service Experience (2014-2017)
- Sales & Customer Service (2017-Current)
- Business Planning & Management (2013-Current)
- Compliance Planning & Management (2015-Current)
- Quality Control Training & Food Service Training & Management (2014-Current)
- Background on Successful Launch of Cafe Model in Rio Dell in 2019 (Failed Due to Building Owner)

Kaitlyn Smith: Operational Manager

- Food Service Experience (2008-Current)
- Kitchen Management (2010-Current)
- Restaurant Management (2010-Current)
- Sales & Customer Service (2005-Current)
- Quality Control Training & Food Service Training & Management (2005-Current)
- Sous Chef (2010-Current)

Current Role: Chef de Cuisine of Salt Fish House in Arcata, CA

The operation currently has three possible candidates to vet, for acting roles as onsite Management, Baristas and Customer Service Staff. It is estimated that a proposal of this degree would require 3-4 onsite staff members to maintain daily operations, one acting as onsite Manager. The Operational Manager would oversee the Cafe and the onsite Manager's performance and report back to the Owner on anything necessary to maintain daily operations and quality of products offered.

It is expected that two people would be required to manage the Cafe's daily minimal operational needs, with a third person available on call as needed. For evening operations, a two person crew will be adequate to maintain operations. If outbound/inbound flights occur more frequently from 6PM-12AM, then a third staff member may need to be available to support staff during these fluctuations. The Cafe would employ a regular cleaning service if required for deeper cleaning and maintenance of coolers, displays, sinks, floors, etc.

The model supports the use of recycled disposable packaging, including and not limited to cups, bowls, silverware, togo containers and packaging (when available). The site will encourage the use of CRV recycling, Recycling of Paper Products, and separate waste receptacles.

Business References:

Silvia Sanchez (541) 538-8138: AirBnB Hospitality Management (Since Jan 2019)

William Damron (707) 834-3111: Business/Compliance Management Client (Since 2016)

James Madsen (707) 499-5819: Landlord for our Headquarters Office Location in Eureka (Since 2016)

Vision and Operations Plan

We feel that the “Menu of Options” we are currently proposing is a good representation of what the RFP is requesting and can reasonably be accommodated by the limited available equipment with some minor equipment additions such as convection ovens, food warmers, and panini press, and possible countertop flat grill, space and financial metrics permitting. Additional equipment availability has been sourced and is readily available to the project upon approval to launch.

The Menu provided is based on the prior cafe model and was enhanced to include options that were specific to the proposal provided by the Department of Aviation for the ACV Terminal Cafe Proposal to provide Organic, locally sourced ingredients (when available) and Humboldt Made products. The menu keeps in mind dietary restrictions such as dairy, nuts, gluten, sweeteners and the model will continue to accommodate any dietary demands as needed.

The proposed Daily Hours of Operations are 4AM-12AM with service hours from 5AM-12AM. From the hours of 6PM to 12AM, the Cafe will offer a limited menu and take this time to prepare ingredients for the following day. The following daily management tasks will occur as prescribed:

- Sales will be logged daily as per the ACV Terminal RFP Requirements
- Inventory will be checked daily for freshness and availability for restocking purposes, local fresh ingredients will be sourced bi-weekly.
- All major inventory orders will be processed weekly to prepare for the following week.
- Trash and Waste will be maintained daily as needed to prevent overflowing or waste outside of respective receptacles.
- Restocking of soft drinks, beverages, quick bites, and grab and go items will occur after 6pm each evening to support evening hours limited menu availability.
- All other restocking will occur as needed, or in evening hours prior to the following day.

With a wide range of operating hours being proposed it would allow for the flexibility of departure and arrival times of prospective passengers and allow for a larger window of operational times to offer flexibility and options for prospective customers.

As we witnessed through the COVID impact to business, restaurants in particular, customers that saw local establishments closed will often reattempt to consume from their preferred vendors. However, they will discontinue attempting to consume from these

establishments if repeatedly unavailable or dissatisfied with the service offerings and quality. It is important that we are reliable in providing products and services to customers.

Changes in demands are expected to occur, resulting in either an influx of passengers for prescribed flights, unforeseen delays or cancellations. For this reason we are prepared to have a minimum of 2 people on staff during operating hours with an on call staff member available at all times. On the latter, unexpected delays and cancellations could pose an issue for the Cafe in overstaffing, over stocking wholesale baked goods, fresh and perishable items and QuickBites and Grab N' Go items. This could pose a revenue issue for the day's productivity, however, it attempts to utilize all resources available when fresh the Cafe will utilize other means to repurpose products so they are not spoiled or wasted when possible.

A clean, comfortable environment is critical for business operations and ensuring that Customers feel that their orders will be provided with the same level of care and attention that the facility itself is managed. The environment we aim to provide will be warm, well lit, inviting and, welcoming. The appearance of the Cafe will remain clear of debris, waste, walls free from clutter, and provided signage clearly displayed and daily chalkboards clean and legible. The outside patio option, will be adequately stocked with tables and seating providing some space and privacy from other patrons. Long term, the Cafe could invest in outdoor warmers to warm the space for onsite staff or patrons who wish to consume items outdoors during inclement times of the year.

Is it anticipated that the Cafe would need a minimum of two staff members to operate the daily operations which will be broken across two daily shifts. It would be the responsibility of the Manager to perform all nightly reconciliations and credit card payment processing procedures, as well as ledgering daily sales revenue for monthly reporting to the Department of Aviation for lease purposes, and inventory controls and restocking orders. It would be anticipated that the onsite facility Manager would check in on the Cafe throughout the day as needed, and be available onsite to perform any onsite tasks in the evening hours to account for:

- Daily Cafe productivity and Financial Reporting/Reconciliation
- Corresponding Cafe Management Duties (Inventory, Restocking, Updating Management Protocols, etc.)
- Staff Management, Training
- Human Resources Management & Payroll Reporting
- Coordinating with Operating Manager on Daily Productivity Metrics

It is important that Customers and Staff that are pressed for time be offered their products in a timely manner. Grab N' Go and Quick Bite items are the emphasis on the Cafe's Menu to accommodate patrons who need something quick without the need for made to order preparation, except re-heating requirements.

Made to order Sandwiches, Salads, and “Boards and Booze” will typically be offered to patrons whose flights are delayed, or are arriving at the ACV airport and greeted by friend(s) or family member(s), and staff on break or after shift.

The Cafe is using Privately Sourced Funding to sustain injection Capital Costs for the operation. The equipment available on-site will either be leased and/or purchased from the prior operator. Additional equipment needed has already been sourced out of State to be brought into the facility for operational needs. It is expected that after the first month the Cafe will be able to fully sustain operational costs and all Owner Contributions will be reimbursed promptly.

Based on the limited amount of data regarding the past financial projections for the prior operator, it was estimated that the Cafe formerly grossed approximately \$144,000 in 2019, averaging approximately \$400 daily. The Owner did not have Operating Expenses available upon request, but claimed that she would make attempts to put together something that isolated operating expenses for this location solely and independently from the other locations.

In 2021, the RFP the Q&A’s provided responses to metrics regarding passenger activity in 2021 yielding an approximate 96,000 passengers through the airport. This takes into account several factors, including:

- 1) Post COVID Travel Impacts
- 2) New Airlines Servicing ACV Airport (Possible Metric Improvement in 2022, TBD)
- 3) Lack of Service Availability (Delayed Flights, Incimate Weather, Canceled Flights)

Mama’s Kitchen Proposes to Increase Revenue By:

- a) Offering Expanded Service Hours for Passengers,
- b) Expanded Marketing Efforts
- c) Possible Diversification on Offerings in Coordination with the HCDA/ACV Airport (small events, music, etc.)
- d) Expanded Menu Options for Patrons and Staff,
- e) More Wholesome and Healthy Menu Items,
- f) Cost Competitive Products, and
- g) Possible Patron Consumption from neighborhood Consumers not utilizing the Airport for Travel purposes.

Financial Return to HCDA/ACV

Utilizing the minimum metrics provided, is it a fair estimate that historically approximately 14% of patrons spent an average of \$10 on each purchase under the prior model. We are estimating that with a new and improved model and the “Menu of Items” that our model offers, we will capture a potential market that will yield approximately 20%-30% of annual patrons, including staff consumers. We are estimating \$20 average per purchase, which would yield nearly \$380,000-\$576,000 based on the information provided to us concurrent with 2021 passenger

count, consideration of the quantity of HCDA/ACV employees, and an average spending pattern that accommodates a wide range of patrons.

Timeline of Proposed Launch (Subject to RFP Review & Award Selection):

May, 1st, 2022: Announcement of Grand Opening Event Date.

Business will have obtained the following RFP/Leasehold Requirements to Operate:

- General Liability Insurance,
- County of Humboldt Business License,
- Retail Seller's Permit,
- Permit/License to Operate a Food Service Establishment,
- Submit an application for A California Department of Alcoholic Beverage Control License. Business Organizational Documents and,
- Business Compliance Documents to Substantiate these requirements have been satisfied.

May, 15th, 2022: Be Fully Operational

June, 1, 2022: Obtain ABC License for Beer & Wine

June, 1, 2022: Equip Outdoor Seating Area for Outside Consumption, Begin Serving Beer & Wine.

July, 1, 2022 Coordinated Schedule of Events Approved by HCDA/ACV to Increase Consumption Traffic from Nearby Patrons

Business Ethics Disclosure

The Proposer and its Member(s) Teisha Mechetti and Mechetti Revocable Trust is not under investigation by any governmental, administrative, or law enforcement agency or entity. Additionally no adverse decisions has been made or is in progress against the Proposer regarding judgments entered by any court whether state or federal), or any settlements with any such legal or administrative body in the past five years.

The Proposer is and has not ever been involved in any Bankruptcy proceedings ever, nor is related or involved in any business interests that would cause a conflict with the County of Humboldt or HCDA.

Signed,
Teisha Mechetti for Mama's Kitchen

“Mama’s Kitchen” Cafe Menu

~All our ingredients are Organic, Local, and Selected with Care~
Organic Coffee provided by Muddy Waters or Humboldt Bay Coffee

*PRICES SUBJECT TO CHANGE BASED ON FINAL COST MODELING

TRADITIONALS: Taglia (Size): 12 oz./16 oz./20 oz. Served All Day

Coffee/Decaf (Brewed Fresh or Iced) \$1.95/\$2.20/\$2.55

***Double-Double Coffee (Double Cream and Sugar) \$2.50/\$2.85/\$3.20*

French Press Coffee \$2.95/\$3.25/\$3.60

Cold Brew w/cream & sugar \$4.05/\$4.55/\$4.90

Espresso: Single Shot (Fresh or Iced) \$1 Doppio- Double Shot \$2

Redeye \$3.30/\$3.65/\$3.95

Cafe Americano \$2.05/\$2.40/\$2.75

Cafe Au Lait \$2.75/\$3.10/\$3.45

Black Widow \$3.05/\$3.65/\$4

Breve \$4.10/\$4.45/\$4.80

Cappuccino \$2.90/\$3.25/\$3.60

Latte w/Caramel or Chocolate Drizzle \$4.30/\$4.65/\$5

Macchiato w/Caramel \$4.85/\$5.20/\$5.55

Mocha White, Chocolate, or- Mexican \$4.35/\$4.70/\$5

Blended Coffee: By Request \$5/\$6/\$7

Choice of Hot Tea: \$1/\$1.25/\$1.50

Hot or Cold Pour/Iced Matcha \$2/\$2.50/\$3

“Butterfly Pea” Blue Herbal Matcha \$3/\$3.50/\$4

add Dairy Free Milk Alternative \$.50

add caramel or chocolate or flavoring \$.50

SMOOTHIES: Taglia (Size) 12 oz./16 oz. \$7/\$9

Choose Base: Yogurt, Nut Milk (Almond/Soy/Cashew/Coconut Milk/Coconut Water
-and-

Three Choices of Fruit/Greens: Organic Pineapple, Mango, Orange, Banana,
Strawberries, Raspberries, Blueberries, Spinach, Kale, Avocado

add Orgain or Plant Fusions Protein Powder or Collagen Powder, Bee Pollen \$1

**add Chia or Flax \$.50 Spirulina, Chlorella, Kale or Beet Powder, Maca, Turmeric,
or Cacao Powder \$.50/per add on**

FRESH SQUEEZED ORGANIC JUICE: Taglia (Size):16 oz.

Orange Juice: \$6 or Lemonade: \$7

DRINKS: Taglia (Size): 16oz./20oz.

Mandarin, Orange Juice, Cranberry Raspberry, Lemonade \$3/\$4

Local Kombucha \$5/\$6 Hibiscus Mint Lime Tea \$4/\$5

Coca-Cola, Dr. Pepper, Root Beer, 7UP, San Pellegrino \$2

Bottled Coke \$3 Bottled Root Beer \$4 Bottled Water \$3/\$5 Coconut Water \$4

Bottled Yerba Mate \$4 Apple Juice \$3 Organic Juice Box \$2

Glass of Milk \$2/\$3 Dairy Free Milk Options \$3/\$4

FARM TO TABLE EXPERIENCE

QUICKBITES TOGO (5:00 AM-12:00 PM)

Bagels w/ Cream Cheese, Goat Cheese Spread, or Jalapeno Artichoke Spread **\$3.50**

**Choice of Plain, Everything, Sesame, or Cheddar (ask about in stock options)*

Toast w/Butter \$2 Options: (Sourdough, Wheat (9 Seed), Whole Wheat, White, Rye, Ciabatta or **GF Sliced Bread \$1 sub English Muffin or Bagel \$1**

Add Spread/Cheese \$1, Meat \$1, Veggie \$.50

Breakfast Sandwich- Bagel or English Muffin, Egg & Choice of Cheese **\$5**

Breakfast Burritos- Potato, Veggie, Egg, Cheese **\$7 w/Bacon \$8**

Extras: Spread/Cheese \$1 Meat \$1 Veggie \$.50

Fruit Parfait Bowl (Choose 4) Banana, Strawberries, Blueberries, Raspberries or Blackberries, Apples, or other in season fruits) **\$4**

add Yogurt \$2/Granola \$1 add extra fruit \$.50/fruit add Honey or Agave \$.25

SWEETS (Sourced by Ramone's Bakery & Cafe):

Fresh & Local Muffins \$3/(GF)\$4 Scones \$3 Tarts \$5 Slice of: Pie, Cheesecake, Cake \$5

See Chalkboard For Daily Specials:

Organic Quiche: Veggie \$3 -or- Meat \$4 per slice

Locally Made Tamales: \$4/Tamale

BREAKFAST DINE-IN OPTION (Weekends Only)

***Toast Options:** (Sourdough, Wheat (9 Seed), Whole Wheat, White, Rye, Ciabatta or **GF Sliced Bread add \$1 sub English Muffin or Bagel \$1**

The Explorer: 3 Eggs, 4 Bacon or 2 Sausage Patty or 3 Links **\$15**

The Rancher: 2 Eggs, 2 Bacon or 1 Sausage Patty or 2 Links **\$12**

**w/2 choices of Country Potato, Avocado, Black, Beans, Toast, or Fruit Garnish*

Organic Specialty Omelets (Eggs, Choice of Cheese, 2 Veggies, 1 Meat and a Side of Choice of Toast) **Petit (2 Eggs) \$6 Full (3 Eggs) \$11**

Cheese: Cheddar, Swiss, Provolone, Pepperjack (add \$.50/extra)

Veggies: Zucchini, Spinach, Kale, Red Onion, Tomato, Mushrooms (add \$.50/extra)

Meats: Ham, Bacon, Turkey, or (Smoked Salmon add \$.50) add Meat \$1

Sausage Biscuits and Gravy (GF) \$8.00 add 2 eggs \$3

add small side of fruit \$2

add side of Fruit Parfait- Choose 3- Banana, Strawberries, Blueberries, Raspberries or Blackberries, Apples, or other in season fruits) **\$3**

add Yogurt \$1/Granola \$.50 add extra fruit \$.50/fruit add Honey or Agave \$.25

FRESH MADE (12:00PM-6:00PM)

****See Chalkboard for Other Daily Specials***

Panini's- Sandwiches come either toasted, grilled, or fresh, with choice of one meat, three veggies with side of Himalayan Salted Kettle Chips or Fresh Fruit

add Vegetables \$.50, Bacon/Extra Meat \$1

Full ***\$9*** add side salad or soup ***\$13***

Petit ***\$5*** add side salad or soup ***\$9***

Build Your Own Sandwich (Use Sandwich Form):

\$11 Full/\$6 Petit

Bread Options: Sourdough, Wheat (9 Seed), Whole Wheat, White, Rye, Ciabatta or **GF**

Sliced Bread add \$1

Toppings: Pepper Jack, Cheddar Slices, Swiss

Goat Cheese Spread, Cream Cheese, or Artichoke Jalapeno Spread

Eggs, Ham, Bacon or Smoked Salmon

Lettuce or Spinach, Heirloom or Vine Ripened, Red Onion, Pickle, Avocado, Cucumber,

Pickled Jalapeno, Pepperoncini

Mustard, Spicy Mustard, Mayo, Vegenaise, Pesto, Goat Cheese

Extras: Meat \$1, Cheese \$.50 Veggies \$.50, Condiments/Spreads \$.50

PETITS (12:00PM- 6:00PM)

Soup/Chili: See Chalkboard for Available Homemade Options

\$4 Cup/\$7.00 Bowl

Field Salad: Fresh Field Greens, Option of Goat Cheese/Cheddar, Cucumber, Mushrooms, Red Onion Heirloom or Vine Ripened Tomato, Shredded Carrots, Kalamata, add Dried Cherries or- Cranberries (Available Options) ***add Avocado or***

add Hard Boiled Egg \$1

\$11 Full/ \$6 Petit

Caesar Salad: Fresh Field Greens mixed with traditional Anchovy Paste Caesar Dressing tossed with Cherry Tomato, Shredded Parmesan Cheese and Croutons ***add Chicken/Anchovy \$2 add Bacon \$1 \$ add Hard Boiled Egg \$1 add Veggies \$.50***

\$12 Full/\$7 Petit

Chef Salad: Fresh Field Greens, Shredded Cheddar Cheese, Hard Boiled Egg, Ham/Turkey and/or Bacon Crumbles, Tomato, Cucumber, Shredded Carrot, Mushrooms & Croutons ***add Avocado \$1 Full: \$14/Petit \$8***

Build Your Own:

\$11 Full/\$6 Petit

Includes 4 Toppings & Choice of Cheese: ***add Veggies \$.50/each Meat \$1 Spread \$1***

Choose Greens: Fresh Cut Lettuce, Spinach, or Arugula

Toppings: Red Onion, Cucumbers, Shredded Carrot, Sliced Mushrooms, Tomatoes, Avocado Olives, Croutons, Pepperoncini, Cheese (Goat, Mozzarella, Cheddar), Nuts (Walnuts, Sliced Almonds, Sunflower Seeds), Dried Fruit (Cranberries/Cherry)

Meat Additions:

add Turkey or Ham \$1 add Chicken \$2

“BOARDS & BOOZE” HOUR (12:00 PM-6:00 PM)

Booze: *Bottled Local Beer, Glass or Bottle Local Wine: See Menu Options for Availability Pricing**

Godfather Board- Fresh Local Baguettes or Rice Crackers (*GF*), Goat Cheese Chevre or Other Spread & Dubliner Cheddar Wedges, 2 Choices of Fresh Cut Salami/Pepperoni/Smoked Salmon, Kalamata or Manzanilla Olives, & small side of daily Fruit options **\$21 Full/\$11 Petit (Serves 2)**

Godmother Board- Fresh Local Baguette w/side of Pesto Spread, Hummus, Cucumber, Kalamata or Large Manzanilla Olives, Avocado and Sliced Heirloom or Vine Ripened Tomato (In Stock Item) w/Basil garnish & small side of fruit **\$13 Full/\$7 Petit**

Additions: *Meat \$1, Spreads \$1 Cheese \$.50, Veggies \$.50*

Caprese Salad- Fresh Mozzarella, and Heirloom or Vine Ripened Tomato with Pesto and Balsamic with Basic garnish **\$9.00 Full/\$5.00 Petit**

ALL DISHES ARE SUBJECT TO CHEF SELECTION OF THE FINEST AND FRESHEST INGREDIENTS, INGREDIENTS SUBJECT TO CHANGE. CHECK OUT OUR CHALKBOARD FOR SPECIALS.

6PM-MIDNIGHT SPECIALS

Quickbites

Premade Sandwiches, Parfait Cups, Fruit Bowls

Baked Goods

Coffee

Smoothies

Fresh Squeezed Drinks

Soft Drinks

Beer & Wine

