

Board Meeting

12/01/2025

1:00 am

209 Jade Cv, Cibolo TX

Meeting called by: Shawnta Grier

Type of meeting: Regular Board Meeting

Attendees: Shawnta Grier, Marco Grier

Minutes

Agenda item: ORALE — Reviews Completed & Ads Live

Presenter: Marco Grier

Discussion:

Goal is to finish seeding credible reviews for **Orale** and turn on a full ad stack immediately after, ensuring all content and attributes are compliant.

Reviews: enroll in **Amazon Vine** (allocate 30 units), enable **Request-a-Review** daily SOP for every order, add compliant insert (QR → rules + extras; neutral language).

Listing hygiene pre-ads: confirm category = **Card Games** leaf; verify attributes (age range, player count, playtime), titles/bullets/back-end search terms, image stack (clean main, components, lifestyle), and short 15–30s product video.

Ads sequencing:

- **Phase 1 (Days 1–3):** SP Auto + Broad discovery with conservative bids while reviews accumulate.
- **Phase 2 (Days 4–14):** Harvest winners to SP Exact/Phrase “Performance.”
- **Phase 3 (Day 7+):** SB (banner + video) to Brand Store; SD views-remarketing. Target **TACOS 12–18%**.

Conclusions:

Execute review seeding and ads in tight sequence; listing hygiene must be locked before spend scales.

Action items	Person responsible	Deadline
✓ Enroll Orale in Vine; create/ship Vine units	Marco Grier	12/03/2025
✓ Turn on daily Request-a-Review; document 5-minute SOP	Marco Grier	12/03/2025
✓ Review velocity check & spend scale plan (>=10 reviews, ≥4.5★)	Marco Grier	12/15/2025

Agenda item: Portfolio Image Refresh — Top Sellers / Majority of Catalog

Presenter: Marco Grier

Discussion:

Objective: refresh images across the brand to lift CTR/CVR and unify visual language.

Scope: main on-white, “What’s in the Box,” lifestyle, “How to Play” sequence, and 15–30s videos. Add edition color-band system, readable callouts, and alt-text for accessibility/indexing.

Testing: plan controlled A/B experiments on main image variants for top 10% traffic SKUs.

Conclusions:

Prioritize highest-traffic SKUs first; complete majority of catalog refresh before December 20 to capture holiday lift.

Action items	Person responsible	Deadline
✓ Finalize priority list (top sellers + quick wins)	Marco Grier	12/03/2025
✓ Shoot/retouch image stacks; export videos (batch 1: top 10 SKUs)	Marco Grier	12/10/2025
✓ Upload creatives; validate indexing/CTR; document A/B test plan	Marco Grier	12/12/2025

Agenda item: Discontinuation & Year-End Cleanup (“Zombie” SKUs) **Presenter:** Marco Grier

Discussion:

Identify low-velocity SKUs (≤ 0.5 units/day, high returns, negative contribution margin).

Exit plan: coupon/liquidate remaining FBA, consolidate reviews via parentage where appropriate, then set to **Inactive** post-holiday; archive creatives and retire ad groups.

Conclusions:

Execute a clean exit on January close; reallocate ad dollars to winners.

Action items	Person responsible	Deadline
✓ Zombie list + P&L snapshot & exit recommendation	Marco Grier	12/09/2025
✓ Liquidation/coupon plan + removal or disposal requests (if needed)	Marco Grier	12/16/2025
✓ Deprecate ads & update Brand Store tiles	Marco Grier	01/05/2026

Other Information

Observers:

None

Resources:

Seller Central/Brand Registry, Vine, Advertising Console, Brand Store editor, imaging/video kit, KPI dashboard

Special notes:

All items within this document are deemed voted on and approved by the board as of the date of this document unless otherwise explicitly stated in writing.