



CARRERA CREST HOLDINGS

CEO Morning Briefing

Monday, 2026-03-09

FIRES (FROM COO SCAN — ITEMS NEEDING IMMEDIATE ACTION TODAY)

Tashina Miranda — Zero Revenue, Flatline Trajectory

Jan \$668 → Feb \$355 → Mar WK1 \$0. Only 12 future appointments booked (\$718 total value). Every week at \$15.16/hr with zero production is pure cost. **Decision required today:** exit, booth rent transition, or documented final 2-week intervention.

Megan King — Termination Processing

Terminated effective 03-07. Final paycheck needed: 33.6 hrs PTO payout minus \$169.96 expense chargeback. Confirm Paychex final check is queued. Remove from Support Staff Bonus eligibility — only Brooklyn Mock and Josiah King remain eligible. GLOBAL_CONFIG still shows her active.

WARNINGS (MONITOR THIS WEEK)

- **Kerastase Backorder — March Promo at Risk.** 14 of 54 units not shipped (Invoice #6042385991). Chronologiste, Nutritive, and Genesis masks featured in March promo — 2 of 3 are backordered. Promo needs a pivot or pause.
 - **Drake Rosberg — 55% Rebook Rate.** Worst in salon by wide margin. Revenue is fine (\$1,635/wk) but he's churning his book with 0 new clients.
 - **Deana Faust — Underperforming.** \$639 revenue, 55% utilization, 8% RTS, 64% rebook. Half the productivity of peers.
 - **Chantel Quintana — 71% Rebook** (below 75% target), 8% RTS.
 - **Breanna Harte — \$0 This Week.** Not in performance data but has 54 future appointments. Needs explanation.
 - **Ali Guerrero — Still Invisible.** \$0 revenue, 8 forward appointments. Must increase to 15+ hrs/week now or Aug–Sep breakeven slips.
 - **Jane Iredale — Sales Collapsed 73%.** Holds ~28.5% of inventory value with 21% sell-through. Dead capital.
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EMAIL HIGHLIGHTS

Email processing failed (JSON parse error). **Fix needed** — mail export returned invalid data.

IMESSAGE (BUSINESS-RELEVANT MESSAGES)

- **+17208310870** (overnight/morning): Appears to be staff member who stayed late cleaning — "I still have the lobby left," "I finally left. You owe me one." Context suggests after-hours salon work. May warrant acknowledgment.

No other business-relevant messages. One spam (dog grooming promo).

PHOREST DATA

10 reports routed successfully (2026-03-08):

- Staff Performance Detail (x4 — duplicates from re-routing)
- Inventory Last 7 Days
- Service Sales Trends
- Sales Transactions Daily (x2)
- Retail Sales Trend
- Future Appointments 90 Days

All delivered to correct destinations. Data freshness: 2026-03-08.

PAYROLL SNAPSHOT

No payroll report available — runs Mondays (expect later today).

INVENTORY SNAPSHOT

No inventory report available — runs Mondays (expect later today).

TODAY'S ACTIONS (CONSOLIDATED CHECKLIST)

- Tashina Miranda** — Make final decision today: exit, booth rent, or 2-week documented intervention
- Megan King final paycheck** — Confirm in Paychex: 33.6 hrs PTO + (-\$169.96) chargeback
- March mask promo** — Pivot to available products or pause; 2 of 3 featured masks backordered
- Drake Rosberg** — Schedule rebook coaching conversation (55% is critical)
- Ali Guerrero** — Increase scheduled hours to 15+/week minimum
- Breanna Harte** — Verify reason for \$0 production this week
- GLOBAL_CONFIG update** — Remove Megan King, add Teigan dual-role, note Stacy Salee Level 6 effective PP13

[] **Fix email export** — JSON parse error blocking email scan

[] **Fix agent inbox permissions** — Grant `_Agent_Runner/inbox/` read access for next scan

AGENT STATUS

Agent	Errors	Warnings
Briefing Compiler	0	0
COO Daily Scan	0	0
iMessage Export	0	0
Mail Export	0	0
Notes Sync	0	0
Runner (Monday)	0	0
Runner (Morning)	0	0
Vendor Learning	0	0
Zoom Router	0	0

Known Issues:

- Email export returned invalid JSON — data not available this run
- Inbox directory permissions blocked — emails and Phorest routing not scanned by COO agent directly
- GLOBAL_CONFIG stale — Megan King still listed as active, Teigan dual-role and Stacy promotion not reflected

Bright Spot: Teigan Maniatis at \$734 in Week 1 of March — on pace to blow past breakeven (\$2,900 vs \$1,257 cost). Pipeline is working.

Salon revenue on pace ~\$99K/month | RTS 16.4% (■■ below 17% target) | Rebook 83% (■) | 15 of 18 stylists producing