

LAWC **Board Meeting 1 29 15** at Tad's house: Attended: RLitz, Susan Metzger, Tad, Diana Wegh, , Kathy G on skype. Sunny, Nanette 2014 board pres & treas. Pam Johnson, Festiv chairman.

1) Number of Board members is back to 6 because Tad notified us that Ruth Elkins resigned.

Discussed possible Naomi who is not a member. She indicated interest to Susan M. She has Grande River Winery and is working on a fundraiser for LAWC. New by-laws state not necessary to be a dues-paying member to be on Board.

Tracy offered to be Sec and RL will assist her. They (minutes) get submitted to webmaster (Sunny?) and posted on calendar.

2) Board Meetings time/place:

Continue meeting on 3rd Tue of ea month. Tad's house is good. RL has no wifi. RL call Roberta to see if use DDA office. RL call 4 winds to secure meeting room for Feb met 2/17 at 6:30 pm. Confirmed: but notify Tad all that must purchase a drink and get 1st hour free, 2nd hour is \$20 and ½ hr \$10. Get's busy in evenings, so Amanda suggests we book advance. 242 5336 1235 Bkclif.

General meetings are held on the 2nd Saturday of the month 10am to 12 noon. Need place to meet.

3) FESTIVAL UPDATE: Pam Wants Festiv mtg 2x mo: 1 in person and 1 email.

Susan submitted grant request to Alpine back to pay \$1000 speaker fees.

BIN 707 will do "feast in field dinner" for reasonable cost. Josh will need 2 volunteer servers to help. (4 may better). Possibly at Adobe Creek Farm (Nanette's) Fruita/Mack. TENTS: Pam will get from Wildcat for LAWC tent at festv and dinner.

Group liked idea of the speaker from USLGA conf in Texas who spoke on distilling. Nanette said he'd like to come to CO. RL will follow up. Submitted by Rosemary Litz

L.A.W.C **Board Meeting Minutes 3/17/15** Attendance: Tad Saunders, Tracy Harrison, Susan Metzger, Roberta Cole, Diana Wegh, Rosemary Litz, Guest Lida Lafferty, Guest Pam Johnson, Guest Harry Weiss, D.D.A Director. 5:30 pm

Agenda Item #1: Terms of Office. A motion was made by Rosemary that new terms for members of the board of directors be changed from the present policy of beginning a new term in January to beginning a new term in October. Seconded by Tracy. Discussion ensued. Vote was 5 aye and 1 abstained. Motion carried. Motion will be presented to general membership in accordance with the by-laws. (RL/Later Note: was approved – need to type update bylaws).

Agenda Item #2 Festival: Pam Johnson updated the board on the Festival preparation activities to date. She presented a tentative budget with expected expenses broken out by categories. Most of the discussion focused upon the bus tours, advertising and the need for donors and sponsors for income. Pam emphasized the need to be extremely conservative in offering anything "free" to donors, sponsors and participants. That practice becomes an unseen expense that can thwart the budget and negatively impact the financial outcome of the festival.

Music: Briefly discussed. Prefer different type of music from last year. Played throughout the day but not conflict with outdoor education sessions.

Poster: Susan updated the board on the voting for the 2015 festival poster. The winner number of votes was for an oil painting landscape ... #10 on the online voting video. Info will be posted on the LAWC website.

T-Shirts: Roberta gave an update on the t-shirts that will be for sale at the festival. She proposed charging \$20 for the shirt. Cost estimates are \$6 per shirt plus \$5 poster printing per shirt, a guess of \$1.00 postage for a total estimate of \$12.00 cost per shirt. Assuming 10% of 3000 attendees will purchase, she will order 300 shirts.

Festival in the Field Cash Bar: Harry Weiss, D.D.A. Director (meeting takes place at his offices) joined us for a brief explanation of liquor licenses for events and offered to provide more information if needed.

Vendors: Diana reports 18 vendor applications approved. Many more expected. Food vendors needed.

Agenda Item #3 Cookbook: Lida Lafferty presented a proposal for converting the Spikelt with Lavender Cookbook to an E-Book which would allow it to be sold in Kindle formats and online through Apple, Amazon, Barnes&Noble. Passing out hard copies of the proposal she explained in detail the scope of the work and estimated costs of the conversion. Links back to the LAWC website will be included. LAWC will have control of the purchaser database. Much discussion ensued about distribution services, communication, payments, sales and potential profits. Susan offered to provide new artwork for the e-book. Amy Neurnberg's professional services will be required for the conversion and there will probably be a small maintenance cost each year for artwork updates. Lida was asked to clarify several points with the proposal authors. Once she provides that information, the matter will be placed on the next board meeting agenda.

Agenda Item #4: Tad's exploration of the storage unit revealed boxes of old festival programs and outdated farm journals. The board agreed to take a small supply of them to the next general meeting. If no one at the general meeting has use for them, they will be destroyed.

Agenda Item #5: Education Committee: "April Member Meeting: Workshop on Pruning—Who?? Essential Oils—Steve Wilson—30 minutes" was not discussed due to time restraint.

Agenda Item #6: Membership: Rosemary reports that she and Diana are finalizing the current update of the membership list. Board member, Kathy Green, will maintain the listing and she'll be consulted about ways to make its upkeep and accessibility more convenient. MemCom expects to invite members from years past to renew. Process should be completed by the end of March. Sunny will then be requested to remove non-renewing members from the website.

Meeting Adjourned 8:35 p.m. Submitted by Rosemary Litz

LAWC **Board Meeting, Tuesday, April 21 2015**, 5:30 PM. In Attendance: Tad Saunders, Tracy Harrison, Roberta Cole, Diana Wegh, Diane Keliher, Lida Lafferty, Rosemary Litz, Kathy Green(Video), 1 31 16 RL read these notes again and made notations _+__

SALES TAXES

Diane informed the board that city sales tax for Grand Junction in person-sales should have been paid each year. She will pursue with Nanette to verify that it has been done. A change in the city rules requires filing of tax quarterly even if no tax was collected. An option is to cancel the sales tax license and just apply for a new one if and when it becomes necessary again. LAWC has so few sales that consideration was given to dropping the license. But final decision was to keep it and have Diane file quarterly to stay in compliance with the city.

Diane will also check with the city of Palisade to see if their requirements are being met. If any amount is due, she will notify the board and pay the bill including any penalties. Results:????

Online sales require collection of state tax only. Diane will check to see if they have been paid. It was suggested that the paper trail be obtained and kept in Diane's office. Results?????

LAWC LIABILITY INSURANCE

Diane brought a document from a local insurance company, not a bill. No one knew anything about it. Tad to contact Palisade agent, Ken, get pertinent details: * who holds the signed policy, *if payments are current.

Results? _____

BILL CONSOLIDATION Tad is in contact with Go-Daddy.com to gather information about consolidating our billing for hosting the LAWC website. He will bring details to the next Board meeting, May 12th (2nd tues, not 3rd) 5:30 pm at the DDA. See Tad memo 3 31 16 to select ppl. Results? _____

E-BOOK LAWC COOKBOOK

Tracy Harrison made a motion for Lida to move forward with Jenkins Group to get the e-book published and distributed. Tad seconded. Details were again reviewed and the cost will be \$1300 to start the process with the Jenkins Group. Amy Nuernberg will be paid approximetly \$500-\$600 for artwork setup/layouts. Susan Metzger has donated the art. Vote was unanimous to proceed. Tad will contact the "Sweet Basil" restaurant in Vail and request a recipe for the e-cookbook.

Results? _____

FARMER'S MARKET BOOTH

Diane brought up the idea of having a LAWC booth at the GJ farmer's market to advertise the upcoming Festival. A volunteer or two will be needed in the booth for June 26 and July 2. It was agreed that _____ will contact Sunny and ask her to send an "email blast" to the membership asking for volunteers. Vols will be able to use a small portion of the booth to sell their products. If response is positive, the application and fee of \$30 per week will be submitted by Tad. Left to be decided are the logistics of setting up table, obtaining flyers, etc). Roberta will call Paola, Kathy Kimbrough, Melissa (Neilsen) and Nanette to see if they are willing to do the booth.

FESTIVAL DISCUSSION: Tshirts

Roberta presented final selection of 2 t-shirts to be ordered and printed for the Festival. 1) Women's white, cotton, scoop neck at \$4 each. 2) Unisex eggplant color, organic cotton regular neck at \$5 each. Printing is \$5 per shirt. Cost will be approximately \$10 per shirt. Festival budget for shirts is \$500 so 50 or 60 will be ordered. Most will be in eggplant color. Shirts run small and shrink so no small sizes will be ordered, only a few mediums and the rest larges and up. Roberta will contact Susan M. about the artwork for the shirt and place the order ASAP.

LIQUOR PERMIT: Tad is working with the county to submit the proper documents for approval.

VENDORS 36 presently, Diane would like 40. Still need food vendors. Grand River Winery had expressed interest but have not submitted application. Tad?? will contact them about it. Talon/St.Kathryn's will have 1 booth for sampling but not sell wines.

COOKING DEMOS Lida will have the chef from "626 on Rood" join her in the tent for cooking demonstrations. Time is 12noon to 2 pm. Chairs will be set up and a sound system has been secured.

NEXT MEETING: Tues, May 12 at 5:30 at DDA office. It will be the last time at this location. New site is being explored. Adjourned 7:20 pm. Submitted by R. Litz

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Lavender Association of Western Colorado Board Meeting 6/16/15. Directors in attendance, Tad Saunders, Susan Metzger, Diana Wegh, Tracy Harrison, LeeAnn Nielsen, Rosemary Litz. Guests: Lida Lafferty, Pam Johnson, Diane Keliher.

Susan: Brought festival rack cards and posters for everyone to distribute.

Tad: Completing details for liquor license for serving at the dinner. He will find out how to get the building keys and if we can use the park on Friday evening to mark out spaces. And to set up LAWC tents.

Pam: Sentinel festival pull-out is almost ready to proof. Passed out P&L statement for Festival and a verbal update. Still some unknowns but the board has a good understanding of financial picture. There is a need for more ticket sales for seminars.

Rosemary: Will contact Laurie C. to put "Cash Bar" as the last line on the menu for Feast in the Field so that no one misunderstands. It needs to be done on the website and Facebook page.

Lida: E-cookbook is in the conversion process now. Jenkins Group will send to Amazon, Apple and Barnes/Noble retailers. She will contact Cobb Associates to fix pricing error on our website. Board agreed that revenue from e-book sales will be put into LAWC regular bank account and Diane will post to a separate ledger account for tracking purposes. Tad will get necessary bank account numbers to Lida so the process can be completed. We have used 6 of our original 10 ISBM which cost approx. \$200 for 10. Lida has agree to do a cooking demonstration on July 5th at the request of the Palisade Farmer's Market coordinator. Timing is good for publicity before the Festival.

Diane: LAWC's legal, original, and signed documents will be stored with Diane (bookkeeper) along with other important/necessary financial documents.

Vote: Tad moved to hold a 2015 Christmas Fair at the Redlands Community Center, LeeAnn seconded, all voted yes. Appreciation went to Diane Wegh for gathering and presenting necessary information to make the decision. Susan will see that an ad for it gets into the Sentinel pull-out advertising piece.

Submitted: Rosemary Litz

LAWC Board Meeting 7/15/15

Attendance: Kathy Green, Tad Saunders, LeeAnn Nielsen, Diana Wegh, Susan Metzger, Rosemary Litz. Others: Diane Keliher, Pam Johnson, Nanette Keck-Hill, Sam Wegh, LeeAnn's daughter, Kristen.

Business: Discussed Festival with everyone giving their impressions of what worked well and what needed improvement. All agreed it was an excellent event with perhaps more people than last years. Brief problem with wind/ rain did not prevent people from attending in the afternoon. Appreciation to Pam Johnson for all the hard work done in creating a great festival this year.

Comments to Consider for Next Year.

PARKING LOT: Cordon off the parking lot so cars can't pull in near food vendors Portipottys were not used (people couldn't easily see them at back of parking lot)

LAWC TENT: Schedule of events signs helpful, do need more signage. Signs telling where/when seminars, workshops, demos are to be held and times. (Even though it is in news pullout, people don't bring it with them-so when they get to fair, have to ask. . People who want to buy t-shirts should be able to easily find where they are. Signs needed to block event tables from people sitting to eat. Signs to tell people where portipottys are located (not in Comm Bldg)

"Member side" of tent had silent auction, no info posted, people unaware of it happening. Silent Auction in its own booth, more items, purple shirts manning booth, sharing responsibility with those helping with bathroom breaks and food runners.

Xmas tree decorated "Xmas in July" in main tent to advertise for Xmas Fair.

In tent, Association members should wear purple shirts, bus trips too, to identify who's representing LAWC that day.

Offer VCB a space in the LAWC tent to gather their information. It may get more info than walking around to get zip codes.

LAWC tent shouldn't tear down earlier than 4p. They were still making sales but appeared to be closed. Too difficult to man tent until 4 then breakdown, and get to Feast in the Field by 5. Another reason to consider moving Feast to Fri night.

ADVERTISING DISTRIBUTION: At the festival, hand out the extra news pullouts/handouts. Get them into people's hands and out of our inventory. Ask Sentinel bundle pullouts and (someone) put bundles in businesses around GJ, Fruita and anywhere else they can be displayed for people to take. Discuss this with Sentinel and have a LAWC volunteer handle it. Farmer's Markets are good place to handout info. Blue Pig Gallery is a good place for tour maps.

Media coverage very good, Pam had given info prior, need more media for Sunday Self Guided Tours. Now considered 3rd largest festival in Palisade. Many comments that it is wonderful and only free one!

Need someone to take photos of festival including workshops, seminar leaders, good vendor shots to use for advertising. Photos done, flashdrive to be returned to photographer; Amy Neuremberg & Lori (website) needs photos.

POSTERS: Blue Pig may be able to sell posters at discount on Sunday. Need a protective paper/plastic sleeve for posters @ tent. Check out Sentinel and art shops. See if Gary H. know where to find some. Laminate a few posters to hang for display. We don't want to maintain inventory to store, should we reduce number of items ordered to prevent excess needing to be stored, e.g. posters, etc? Past posters sold to lavender shops at reduced prices for them to resale at their chosen price to reduce stock. Better to run out of merchandize than to overbuy and store. Can't sell later.

SUNDAY SELF TOUR: Beef up Sunday tour and find money to advertise it.

TAKING PAYMENTS: Investigate the use of "Square" to take charge cards. Have a designated person to take payments that day for seminars, merchandise, etc.

FEAST IN FIELD: Consider moving "Feast in the Field" to Friday night because Saturday is such a hectic day for vendors/committee members. Consider blending FF with farm bus tours (higher package price point). Wine cost was \$150.00. We received a 25% discount.

VENDORS: Quality of vendors excellent, Tad very impressed with vendor committee choices. Want to continue to grow slowly, become a festival of choice for vendors, waiting list for entry a good thing.

Excel Electric waited too late to decide to staff a table, full by time they made decision. Only 3-4 vendors turned away.

Filter out the electrical needs ahead of time to be sure enough outlets. Will power strips work? Some food vendors use a lot of power and don't want to overload whatever system is used. 2015 they ran their electrical cords through the windows of the Community Center basement and plugged in there. Person in charge of building had to available to lock/unlock building. Consider: Box lunch for vendors? Volunteer runner to take order & deliver from food vendors.

Someone to spot for bathroom breaks.

Rack cards & programs provided to each vendor.

MISC:

Event tables, how can we facilitate better locations?

Master Gardeners as volunteers, incentive of discounts for merchandise in lavender shops.

More demo's in park – multiple comments received.

More plants for sale, in LAWC tent also.

2016 PLANNING:

Event coordinator may be needed in future years. Bob Korver had shared to Tad that it is very expensive to have, approx. \$5k.

Need to figure a way to get more help, event person, grant available as way to seek volunteers?

Other LAWC Business:

Storage unit being shut down. Contents to be stored in private home. (must document whose home).

Member meetings to increase education, not just festival info. Presenters of info, style, etc.

Kathy Green has a hard time hearing all of the conversation at the meetings. Consider a Skype membership meeting, to encourage out of area membership. List of people from Front Range interested in joining LAWC.

List given to Rosemary.

Submitted: Rosemary Litz and LeeAnn Nielsen 7/15/15 Minutes taken by Litz and Nielsen were combined into this document.

NOTE: Below are additional suggestions and comment gleaned from other members' emails as of 7 19 15:

ADVERTISING/DISTRIBUTION: Many positive comments from customers all day long, many of which came from the Front Range. Several people commented that they had read about it in LAST year's AAA magazine and so made sure to come this year and will be attending again.

SIGNAGE: Signs to put on vendor booths signifying if they are a LAWC member. We could list it as another member benefit for those considering membership. Put up signs that advertise the Christmas Fair on a flip board or another way throughout the venue, not just at the LAWC tent. We could also slip a flyer into bags of customers. I would be willing to do so if they were printed up (Laurie). Premake Bathroom Direction Signs at front door and inside hallway).

Inform people of OUTSIDE bathrooms (since we pay for them) Unused in 2015..Didn't know they were

FEAST IN THE FIELD: Like to move to Friday. Like other members who were vendors, I was totally wiped out after the long day each year so didn't feel I could enjoy the dinner and thus did not sign up for it. Feast in the Field was worth every penny. Great food, great setting, great conversation was had by all. Use Berna B again next year

SEMINARS/COMMUNITY BLDG:

everything in place that presenters needed for the seminar. Presenters brought handouts. Vvolunteers worked very hard, enjoyed. Acoustics good, no need for microphone unless much bigger crowd. Presenters were great! We had loads of feedback about their presentations being very helpful. Public used bathrooms in building instead of portapottys and it was distracting. LAWC tent up sooner b/c had early seminar sales. Need more seminars sales. No bathroom signs so hallway was noisy and congested. People at lunch in hallway of Comm Center. Seminar round table discussions and/or informal round table discussions. Seminar for small growers/residential growers. More information about growing lavender. Large growers discussions and Small grower discuss. Have a second table in hallway for general info handouts & materials

SILENT AUCTION: We might think about a raffle drawing in addition to the silent auction. At many of the venues I vend at there are raffles with prizes being donated by the vendors, usually max \$15-20 value. It's a good revenue maker, and also keeps people at the event longer because they have to be present to win. Usually the prizes are given away on the hour.

NO WATER: Complaint/concern that there was no water available. Donated from Palisade/Fruita Coops in the past.

VENDORS: Has anyone talked to the vendors that were on the north side facing the LAWC tent. In the past that outside the walking ring can be slower and see less people and amazingly, visitors won't always go into that area. Ask vendors to put flags on their tent tie-down ropes so people don't trip over them.

Put on application for vendors to secure tents All vendors I talked with had better days than last year. Confusion about the early bird applications given out. Didn't know benefit for signing up. No new data on day of festival. Vendors are too busy. Vendors may be willing to pay an additional \$25 in vendor fees. People wanted to know where to buy plants and spices (know who is selling what).

FOOD VENDORS:

Navajo Taco line extremely long due to their staff "antics" Steakburgers ran out of supplies

GROUNDS: Need to mark the sprinkler heads with a cone, many people tripping over them.

GARDEN TOUR: A great success. Most of the people on the bus were from the front range, Steamboat Springs and Durango. Very interested in seeing how lavender is used in various landscapes. The bus was very comfortable, clean and cool. I was happy that I could sit with the passengers instead of in front with the driver. The microphone worked well and the driver was nice, pleasant and knew his way around our locale.

The lunch was phenomenal. There were more requests for vegetarian options. The tents, tables and chairs were beautiful and the location was out of this world. The homeowners were very gracious and enjoyed the tour as much as the attendees.

One person mentioned that it was hard to hear me talk while walking through the gardens and thought a hand held microphone would be a good idea. I think the tour was a good value and we should definitely think about having a garden tour next year. Not sure what the theme should be but people like garden tours.

Robbie and David Seng grow lavender in Glade Park. They have a huge house and beautiful grounds which they have turned into a bed and breakfast and conference center. **They offered to host the Saturday night dinner next year.** They said their lavender is about a week or so later than in the valley and will have lots of plants in full bloom.

BUS TOUR: All were very successful with great lunches in wonderful settings. A lot of good education. Many couples were looking at the many layers of producing crops of lavender. The microphone was not working so driver bought a new portable unit but it was not efficient for a bus that size. Need "standby person" b/c Bob had to rescue lost people. Next year at start of tour, guides should give their phone numbers out to guests. Check out set bus schedule. (Grand River had an earlier tour that ran over and put us behind time wise.) Presenters at each site of the bus tour did an excellent job.

SUNDAY SELF TOUR:

I was a Paola's on Sunday and it was very steady from 9 - 2 (when I left). Lots of people were buying flats of lavender of different varieties.

ATTENDANCE NUMBERS: thought there were more people than usual. Do we have an official attendance estimate yet?

MERCHANDISE/T SHIRTS: Tee shirts. Need more large & X-large & XX-large next year. Get new vendor if do T Shirts. Buy only large and x large maybe xxlarge .

VOLUNTEER HELPERS

Registrations need more part time helpers LAWC tent and Seminars. Volunteer (and staff) name tags or identifiers. Need clean up crew -pre-arrange with Partners to have crew come out. Getting the LAWC tent up sooner is a must