

LAWC Board Meeting Minutes

1/12/2016

Attending: Kathy Green, Diana Wegh, Susan Smith, Angie Jewett

1. Discussed Board President position opening
 - a. Board must have a standing President and must have at least 7 Board members as stated in the By-Laws
 - b. Kathy will address LAWC membership through email prior to Saturday Members Meeting to inform about the situation
 - c. Previous board members can return as long as their terms are not consecutive

2. Discussed Denver Botanic Gardens Lavender Festival scheduled for 7/16/2016
 - a. One week after LAWC Lavender Festival
 - b. Will have some similar components
 - i. Vendors and activities for families
 - ii. Focus on Education with classes and demonstrations with lavender theme
 - c. Will not have other components that LAWC festival has
 - i. Bus tours of various lavender farms
 - ii. Feast in the Field?
 - iii. Abundance of local lavender growing community
 - d. What can LAWC do to set our festival apart and keep our Front Range attendance up?

3. Holiday Craft Fair
 - a. Paid \$30 more for advertising than originally planned; there are no outstanding bills
 - b. Revenue from vendor fees covered the cost of advertisements and renting the space
 - c. LAWC booths in basement generated over \$1,000
 - d. The same rental space is already arranged for next year
 - i. We plan to hand out Christmas Fair vendor applications at Lavender Festival
 - ii. We may be able to have additional vendor next year in outdoor space
 - e. Attendance estimated at 500-600 people; plan to have counter at the door next year to get solid numbers

- f. Thank you to all who contributed their time and energy to the silent auction, website and Facebook, and to the event overall. It was a success.
 - g. Kathy G. plans to add a photo gallery to the website to advertise the event for next year
4. LAWC Lavender Festival 2016
- a. Lavender Festival Director
 - i. Diana knows of someone qualified who may be interested in the position. Diana will contact her and discuss cost and responsibilities and report back.
 - ii. We need to create a short job description of festival director for record keeping and legal purposes (Diana, Bob K?)
 - b. Thirteen vendors signed up so far
 - c. Kathy will discuss sponsors with Tad to get contacts or see if he is able to still pursue getting sponsors
5. Discussed member meetings
- a. Should member meetings be themed, and how can we get presenters?
 - b. How can we enable greater attendance at meetings? Angie J. will research some options for allowing members to attend electronically.
 - c. We need to ensure we are meeting our mission and providing value to members