

UNAPPROVED MINUTES

LAC Board Meeting
January 8, 2019

Meeting attendees: Bob Korver, Barbara Albers, Kristin Nielsen, Lisa Proietti, Susan Smith, LeeAnn Nielsen and Lee Kleinman by phone.

Meeting called to order by Bob at 5:02 pm.

Minutes reviewed, motion made to approve by Barbara Albers, seconded by Kristin. Voted and approved at 5:07 pm.

Financial reports discussion – Discussed and moved to approve by Lisa and seconded by Susan. Voted and approved.

Insurance coverage has increased to \$2 million Address was changed for LAC to Lee Ann's place in Palisade, actually dropping premium by \$163, rather than slight expected increase.

New Lavender Festival director will be Julie Ann Adams. She is not at today's meeting due to a conflict with Palisade Chamber meeting previously scheduled. Discussed budget for Lavender Festival, no adjustments to be made at this time. Susan moved to approved budget and Lisa seconded. Voted on and approved budget. First Lavender Festival Planning meeting to be January 31 in Palisade.

Christmas Festival recap. This past year's festival netted ½ proceeds of previous year. Barbara polled vendors and all but one said they would return to the venue. Discussed finding space that might be comped for advertising. Susan and Barbara will help with next Christmas festival, but not run it completely next time. Melissa Boyles has volunteered to coordinate next years Festival. Laurie Conner also expressed interest in heading up Festival. Discussion was had regarding partnering with another festival to increase traffic. Dates were discussed as well as possible venues. Kristin stated that if we open up more room at the Moose Lodge, they would consider that to be a good location again for next year's Festival. Bob will discuss with Melissa & Laurie Conner. Discussed refund policy for those vendors who paid, but did not attend. No refunds will be given due to vendors not showing up. This is pretty standard for festivals and the like.

Regarding our LAC website, Mackenzie Dodge recommends staying with Membership Works due to other platform that they could do being very expensive. Mackenzie will update member profile for a fee of \$35. per member if members do

not wish to do it themselves. Discussion was had regarding publishing of minutes on the website and how best to accomplish this. Lisa will now send minutes via Slack with the word "Unapproved" at the top. Bob will then forward to Mackenzie to post to website. Kristin to e-mail Mackenzie regarding the ability to possibly consider only having one Facebook page for the organization, since some feel there is confusion with having more than one Facebook page.

Bob discussed the sending out of the LAC membership survey. Lee Ann had questions regarding the survey. How much of an increase would you be willing to pay for increased marketing?,etc. She will email her questions to Bob. Bob will be sending out the surveys via e-mail and compiling the results.

Logo discussion – Lee Ann has concerns with changing away from window logo that had been a part of our original logo. Discussion was had regarding Board member preferences for logo style. Question was raised as to costs associated with changing of designs submitted by Melissa. If we want to adjust/change logo design, there will be no additional charge. We will continue to review changes that were proposed by some Board members and attempt to come to consensus soon.

Bob's educational topics for member meetings were discussed. Board liked those.

Specialty crop grant will not be happening this year – deadline is February 1, 2019. No one has done anything regarding this according to Lee Ann. Bob will discuss with Carol Schott to see if we can't do some grant work for next year.

Fruit & Veg conference. Dates are 25-26 February, 2019. Bob will attend with informational booth for LAC. Trudy will also be there.

Board meeting date changed from January 29 to February 5th, 2019.

Kristin moved for adjournment, Susan seconded.