

# UNAPPROVED MINUTES

LAC Board Meeting  
March 5, 2019

Meeting attendees: Bob Korver, Barbara Albers, Kristin Nielsen, Lisa Proietti, Susan Smith, Lee Ann Nielsen & Trudy Perry by phone.

Meeting called to order by Bob at 5:42 pm.

Minutes reviewed, motion made to approve by Susan moved, seconded by Barbara. Voted and approved at 5:43 pm.

Financial reports discussion – Discussed P&L Bob wanted to know what contact sheet and more means, Lee Ann said those were prepared for the USLGA conf. so we could follow up with them, now a generic form to use moving forward. Susan wanted to know how the Mackenzie Dodge contract worked out, Bob said we had no posting in Jan and Feb to cover that previously incurred cost, making it a wash, after discussion moved to approve by Lisa and seconded by Susan. Voted and approved.

26 people came to our booth at CVFGA. We had a good location so that there was a good amount of foot traffic. Wide range of people at conference; growers, current members and former members. Received 1 application to be in LAC. Bob feels that the CVFGA is a better fit for our organization than the horticultural society meeting. Discussion was had about an additional lavender festival on the Front Range. There should be a 3<sup>rd</sup> lavender festival possibly in Longmont or Berthoud in 2020. Likely that the Chamber of Commerce over there would run the festival. Discussion was had about having something along the lines of a Lavender Trail. Bob toured farms on Sunday, seems that they do not need irrigation, making them able to use dry-land farming techniques, differing from the Western Slope farmers.

Festival meeting recap. Sponsorship is down for this year's festival. We will have to cut costs if we are not able to add additional sponsors. Early bird registration ends March 31, 2019. Art Contest submissions are due by June 1, 2019. We will then narrow it down to 3 then voting will begin at the Blue Pig for the next two weeks. Then final voting results to be announced following that.

Nose training seminar in 2020. Doubletree GJ has sent room rates for the meeting room and catering information. Lee Ann is sending e-mail to Misha regarding content, etc. for the conference. Misha suggested we bring in a couple of wineries to give conference attendees nose training with wines. GJ visitors center has been contacted and hotel feelers going out for a designated hotel. Other costs are being

gathered so that we can arrive at a per-ticket price and decide whether to move forward on this. Misha's costs are what is the major contributor to making this conference more expensive, less so than some other ones that have been offered.

LAC logo discussion – Board looked again at logo choices presented by Melisa. Chose bottom logo style, motion by Barbara to approve logo information noted here and seconded by Kristin, voted and approved.

Regarding our LAC website, Mackenzie Dodge. Mackenzie says monthly updates do not include the website. Getting newsletters online. Website updates are included, but not Facebook and blog. Kristin has sent email for clarification to Mackenzie as to what we are supposed to be getting for our fee that we pay her. Waiting to hear back from Mackenzie regarding clarification. Kristin will post to Slack after she hears from Mackenzie with resolution to this. We are close to hitting 50 members and will then have to pay for membership directory and bulletin board. Would like to pursue having an interactive map on the website to identify who/where the farms in Colorado are. This would also be something we would have to pay additionally for.

Summer meeting schedule: May meeting at Sage Creations, Paola, Legarre. She will discuss her new lavender varieties and strengths & weaknesses of the new varieties. Carol & James Schott will be hosting at Lamborn Lavender in June. Meeting in August at Curtis Swift's place to discuss distilling. Still need September farm to participate.

Farm and Ranch Days are this Saturday in Fruita. Bob will be there, other volunteers are welcome to be at the LAC booth. Going to give out 10 t-shirts

Checking into going to Honeybee Festival in Palisade in April. Bob will find out costs and post on Slack.

Some Board members have been contacted by Western Slope residents who are interested in leasing their land to have lavender grown on that land. Discussed having people make a guest post to the LAC Facebook page to see if anyone is interested in participating in that type of arrangement.

Attendance at Palisade Chamber After Hours. No one has yet signed up to attend for this month.

Next Board meeting agenda topics

Festival Update –  
Website contract update  
Update on Christmas Festival  
Nose Training

By-laws update for Statewide  
Policies & Procedure Update

Statewide meeting March 20 from 6:00-8:00 either at Bob's or Kristin's

Kristin moved for adjournment, Barbara seconded. Meeting adjourned at 7:11 p.m.