

LAWC Board Meeting Minutes
April 12, 2016

Membership

- Update on Membership Renewals: 6 new members recently; 2 businesses, 4 individuals
- Renewals: 1 recent renewal; 2 outstanding
- Update on Member Find Me integration: Will be introduced to members at April member meeting; Kathy is integrating all the features into the website now and we will launch it soon!

Communications

- Mail Chimp – New Newsletter was launched on April 10th. Angie is much more familiar and comfortable with the software and will be better able to get communications out to our members along with Kathy.
- Listserv – still need to merge with Mail Chimp; will merge and verify final list on or about Monday April 18th, then discontinue using listserv (Angie/Kathy)
- Newsletter future content
Pollinator Week Photo Contest: need to research FB/IG/web policies and determine prizes and entry rules (Angie)

Featured Member: We are looking for recommendations for our May Featured Member in the LAWC Newsletter. In the absence of any public nominations due to short deadline and newness of this article, the Board will submit nominations and vote and the selected member will be contacted by Angie for consent and information for the article.

Volunteers needed for Lavender Festival: Runners for vendors, etc. Are there high school students looking for community service opportunities that might be interested? Board will contact Rosemary Litz for details about volunteer needs.

- **Social Media**

Facebook –Recent posts pertaining to *Phytophthora nicotianae* (Pn) on the USLGA closed member group have been removed, by advice of legal counsel. LAWC and its members need to be aware of the Pn threat, but must also be careful about how information is spread through sites that we host. Angie will contact Laurie Connor to ensure we take the best approach possible to allow good discussion about this threat amongst our members, while still protecting LAWC from any legal issues due to the content on our sites.

Marketing

- “Relocating to the Grand Valley” magazine article: Our Festival Director, Robbie Urquhart, has been approached to provide an article about Colorado Lavender! She will reach out to members to gain information, quotes and statistics about lavender agriculture and production. Article will be published in June edition (late June).
- Grand Junction Visitor and Convention Bureau (GJVCB) Quarterly Coffee: Robbie attended and spoke about LAWC and the upcoming Lavender Festival
- South Fork Trade Days: vendor opportunity, \$20 for 10x10, Fri in Creede, Sat in South Fork, recurring. Does LAWC have any members that would be interested in this opportunity? We will post share through social media and newsletter.
- CTO appoints Black Diamond as UK/Ireland Travel Agency of record; purpose is to make Colorado a choice destination for travellers from abroad: Lee Ann will contact CTO with information about Colorado Lavender to encourage them to promote us. We are not prepared to commit to a purchased ad at this time without more information.

Education/Research

- Specialty Crop Grant – we are seeking LAWC Members or members of the community interested in helping LAWC with future grant proposals for funding for research and education efforts; need published in Newsletter and awaiting responses
- Member meeting presentation topics and presenters
 - April – Member Find Me
 - May 20– Distilling Workshop by Joseph Browne of Tin Can Distilling
 - Location: Nielsen Village
 - Time: 6-8 pm
 - Potluck: Bring dish if you can, no crockpots, outlets limited
 - June – Festival Preparation
 - July – None...Festival!!!
 - Aug – Review of Festival, Location TBD
 - Sept – TBD
 - Oct – Dec: Need to get consensus on when members want to move meetings back indoors

Festival

- Meeting Updates

- Vendors: 31 vendors, 36 spaces sold of 45 available; we are right on track to fill all spaces; interested vendors should get applications in as soon as possible to ensure they get a space
- Bus Tours: finalizing now, Robbie, Bob and Paola, to be on Eventbrite soon
- Feast in the Field: hosted by Z's Orchard, catered by Taproot Catering, menu pending
- Seminars: Discussed prices; still considering based on past prices, feedback and speaker fees.
 - Rick Spalenka: Healing with Lavender
 - Dennis Hill:
 - Kathy Kimbrough:
 - Susan Smith:
 - Others:
- Rosemary Litz to purchase old festival t-shirts: Board voted yes on agreed price of \$5 per shirt to unload inventory and cover printing cost; we intend to sell shirts again this year; Roberta did shirt orders last year, but she has moved; Diane verified printer and prices from last years' invoices and will research more local printers for this year; plan to print 60-70 shirts
- Is there interest in having polos with embroidered LAWC logo for sale to general public or to Members or Board Members? Discussion tabled.
- Tote bags: Previous versions were iron on and have tendency to peel; we will research possibility of having larger bags with printed design for better value and durability this year
- Lida: Confirmed she will do Cooking Demonstrations
- Susan Metzger: Confirmed she will do a wreath making workshop
- Sponsors
 - AARP - \$500
 - Renewal by Andersen - \$1000; Diane will invoice them and notify when we have received funds
 - Edible Southwest Colorado Magazine – ad is out now at ediblesouthwestcolorado.com; big thanks to Robbie for lining up this new sponsor!
 - GJVCB – Article on website and lavender of the cover of the GJVCB Visitor Guide cover; both shared in latest LAWC newsletter
 - The Sentinel – Festival Program; we must sell ad space; Robbie will send ad applications

Radio Stations – Robbie will send press releases; Red Rock Group w/ ticket giveaway in Cortez, CO area

Clarion Inn – 30 rooms available at \$79 room rate; 3 free rooms, will consider offering to visiting agencies or VIPs

- Advertising

 - Sentinal: Must sell ad space; Robbie to send out applications

 - Radio: Robbie to send press release w/ WIDE dissemination

 - Screenvision: no interest for movie preview ads at this time

 - Nickle: will consider for next year's festival

- Facebook Page: the new LAWC Lavender Festival Facebook page is performing well, new likes every day and new photos and info updated as available; Robbie to attend FB webinar to gain knowledge on how to better utilize this resource to promote the festival

Additional Items –

- Farm to Fiddle: Vendor opportunity for LAWC and Members; will include in future communications for LAWC and Member participation
- Hempfest: Industrial Hemp only, not Marijuana; Aug 2016 in Cedar Ridge; Farm Tours; potential booth trade; Board will consider

Adjourn