

Board Members Present

Kristin Nielsen – President

Diane Keliher – Treasure

Diana Wegh – Director

- Intro
 - Robbie – 2016 Festival Director
 - Discuss different committees
 - Sponsors – potential for dinner event
 - Call for volunteers
 - Jane Jefferies & Susan Smith – Possible work on seminars
- Bob Korver
 - Talks about bus tours
 - Possible surveys for feedback this year
 - Goal: make different from the past / have a variety of farms & information
 - Too late to plan garden tour 😞
 - Focus on Lavender tour
 - Farms that grow/ sell/ taste
 - Look at different models for lavender business
 - Not fully set in stone
 - Need guides
 - Great response from members – Excellent idea!
 - Have donation jar at different farms for LAW C
- April 9th – Honey Bee Festival
 - Have Lavender Festival fliers by the 3rd to give to the “Lavender Lady” and she can pass out at the honey festival for us 😊 Thank you!
- Need to get save the date rack cards completed for Lav. Festival
- Plant West Festival
 - At Bookcliff
 - March 5th Saturday
 - March 6th Sunday
 - Bob & Diane can work Saturday hours 10-4
 - THANK YOU!!!
 - Kristin will work Sunday 12-4
 - Set up for event on Friday March 4th, 12-4
 - Bookcliff will keep 25% of sales
 - Have posters from pervious festivals to sell
 - Few shirts
 - Old cookbook inserts
 - Possible plants from Sage Creations? To sell
- Membership dues are PAST DUE!
 - Diane Keliher – new point person for membership

- Reach out to new members
 - Contact with current members
 - Will contact Rosemary / Lynn Smith about pervious process if needed
- THANK YOU DIANE!!!! 😊
- Members concerns
 - Website
 - Pervious site had 3 members consult
 - Company work on it
 - Is it fair to put that pressure and expectation on one person who does the work for free?
 - Are we asking too much of one person?
 - Emails
 - Communication ***
 - Members request Yahoo group that will allow an open forum type of communication
 - Board can send out info and members can give feedback in a group setting
 - Members should be able to send info out as well
 - Diana Wegh will set up group, needs up to date member emails to send out invites
 - Will this allow the elimination of mailchimp/listserve?