

LAC Board Member Meeting Minutes
August 3, 2021

This meeting was called to order at 6:10 p.m. All parties were in attendance online due to COVID 19. In attendance were: Jennifer Trunce, President, Sue Dowd, Treasurer, Lesha Van Binsbergen, Secretary, Lee Ann Nielsen, Lisa Proietti, Curtis Swift, Stephanie Anderson and Alan Squier.

Not in attendance were: Trudy Perry, Vice President, Marla Hanna & Lee Kleinman

Minutes – Alan Squier made the motion to approve, Stephanie Anderson seconded. June Minutes were approved.

Financial Report – June profit of \$9,200. Mostly money for the festival. July had payments that went out for the festival. Ended up loss of net income in July because of payments that went out for festival. Lesha Van Binsbergen made the motion to approve June and July financials, Alan Squier seconded. Financials were approved.

Membership – June and July – Lee Ann presented that we had 4 new general members from June festival and a supporter as well. July one more member joined. Deleted one member who was overdue since February. Steel Town Lavender Farm – dropped out. Sold their farm but membership is still active until 2022. 78 general members and 20 supporter members and 1 reciprocal so we are at 99.

Festival Updates – see attached notes. Total income of \$44,000. \$420 should be refunded because two vendors held over their booth money but also sent in checks. Expenses were marketing and promotion for \$8,500. Meals and entertainment dinner \$3,000 and \$1,475 paid for the band that was not utilized. \$29,800 in expenses. Net income \$14,222. Penny in donations don't know where that came from. Credit card readers worked really well. We need more readers if we are going to charge a fee to get in. Lines got too long. Wreath class had a profit of \$1,555. Dinner had a profit of \$2,440. Grand Junction tour was \$1,258 and north fork was \$1,776 profit and main festival itself was \$33,000 that was just festival related. Expenses were \$25,000 net income \$7,191. If there were no gate admissions we would have lost a lot of money this year. Do we want to continue with that next year? Juli had a conflict and will have to get in on meeting later. How did this compare with pre-covid festival as far as net profit? It is up because the 2019 was about \$10,000. Lesha said marketing/promotion and professional fees seem really high but Lee Ann said that was pretty normal. Advertising and marketing has generally run around \$13,000 to \$15,000. Sponsorships were down as well this year. \$10,000 in 2018 and 2019 but we didn't have that much this year. Only 7 sponsors this year and we are still waiting for Timberline for \$500. Tours that occurred on Fri. we did better with those this year than we have in the past. Low of \$380 to a high of \$3,800 but that was in 2016. Tour income this year was higher because there were no buses. There were gift bags for tours – LAC bags with items. No expense for LAC for the bags – agritourism map, things that we had already

paid for. Lunches were very reasonable \$350 for Grand Junction and \$313 for North Fork. Have spent upwards of \$1,500 to \$2,000 for food in the past. We have paid \$3,000-\$4,000 for buses in the past. Stephanie wanted to know what print ads were to justify the \$5,000. "Out and About" that goes in the *Sentinel* is the biggest expense. Susan shared her screen to show the expenses. Jen asked if the past if we just break even or make money. Lisa said usually we made some money but this year was a lot of money which was traced back to the admission fee. \$3,500 of marketing went for the "Out and About" program \$1,200 KKCO for TV ads and the *Colorado Life Magazine* \$450 Chamber of Commerce was \$495. Banner ads for KKCO \$300, also an ad in the Farm Fresh directory for CO dept of Ag for a total of \$8,500. Fees were for rack cards, banner and design fees for graphic design. Lee Ann said it usually runs around \$15,000. Lesha thinks it is really high and Stephanie questioned the \$5,000 for print costs. Stephanie said lowest return for marketing is in print. Lesha said her husband does no marketing in print. Jen suggested that we do things for people to put on their phone, either take a photo or something downloading something. Was great to have people to answer questions. Maybe not print so many things in the newspapers. LeeAnn said that it has been a historical thing in the past. What is the reach that the paper really has – it focuses so much in advertising so much in the Western Slope, how far out does the Sentinel go? The amount of pages that go into it is what is going to cost. LAC buys the whole paper focusing on the festival. 100% dedicated to the festival. If there is a way that we could manage digital. The whole front range is not getting any of it. *Colorado Life* is supposed to be a magazine throughout the state. If people bought tickets on line – is there a way to look and see where people are coming from – we could focus our advertising on that. There are a lot that come from the Front Range. Lisa said that she threw away about 100 of them. Some people took them and many people just took a picture of them. People are so used to their phones that it wouldn't be a big deal for people to take photos. We need to look at how effective LAC cards are as well. Lesha felt that there are better ways to get things out digitally to make better use of our money.

Lisa brought up re-hiring JuliAnn for next year. She said she hadn't been hired yet for next year. We don't want to drag our feet about re-hiring her. Curtis thinks that she did a great job and would be good to keep on. Communication needs to be better and we do not want a repeat of the band situation from this year. A big stink was made about the band being paid and then try to pull off the event after that. Planning for the function was too late. No board meetings were had to discuss the matter and there was no contract and we still had to pay the band. It was not a committee decision to make, should have been a Board decision. JuliAnn's fee was \$7,000 last year and was the same the year before. We paid her for 2020 year even though we didn't have a festival. Bob changed the contract a little the last time and she didn't come and talk to the Board about making decisions on advertising and musicians and some other expensive items that weren't discussed during the meetings, she made the decisions for us rather than us making the decisions so maybe that should be changed or made more clear. The band was not more expensive than it was in the past but we paid for two bands and for sound and projection system in the tent that was \$800. At the old festival we didn't need a tent because there was a building. We would borrow the sound system from the musicians. This year we paid for it instead because the musicians were too far away. We paid a lot more this time because we needed a separate system which should have been approved by the Board. In the past it was

required that she come to the Board and present additional expenses. Volunteer sign up program had a fee attached to it \$50 for ivolunteer. There were quite a few volunteers who showed up. Trash company was also hired this year. They were there on and off all day dumping trash. That came from 2 years ago when members had to do the trash from the day. The contract said that we were supposed to discuss these things and we make sure that happens in the future. We need to figure out who is in charge of doing the contract. Sue will look into that. We will review the contact in between Board meetings to see what changes we want. Check with Bob to see what he discussed with her in the past. Sue will update contract and send out to Board.

Board Meeting Minutes on Website – Cesar said that it was going to cost \$100 to \$200 to load previous Minutes from the past two years. Lisa would post to Slack and then she didn't know how they got on the website. We may have had some help from Kristen for that. They magically appeared on there. It has been since Feb or March of 2019 when they were on the website. We were ending relationship with one website company and merging to the current one that we have and it fell by the wayside. We don't really know how much time it would take for him to load two years' worth. We decided to take them out of the newsletter. If someone wants to see them, they can go there. Because we are a non-profit are we required to have the Minutes available. Does Slack cover us retaining and making them retrievable and centralized location. Do we need a "Member's Only" area on the website for member benefit value and what would be a part of that. Do we want the Minutes posted to the general public or do we want that to be a member benefit? We need to make it accessible for members to get to when they log in. Greater value so that it they are accessible to the ones who need to know, not the general public. Would be nice to have a member's only area with education, past newsletters, etc. Do we t to pay Cesar to put the Minutes on there? Maybe we just start posting the newest ones and not add the old ones. We can add a note that prior board Minutes can be found on Slack or contact a board member for copies. Do we want to pay Cesar – it takes about 30 minutes for updates which is \$20-80. Put it in the member's only – but that would have to be developed. He will charge event by event or put him on retainer – one hour dedicated a month but that would involve a monthly fee. Lee Ann and Anne Chatman has been trained on the website. If we don't use the whole time, it rolls over. We are supposed to be a non-profit and we just made \$14,000.00. Cesar developed and is the administrator of the website. Having the same standard and protocol is important. Front Range festival didn't get on the website. In the past everything was out of the scope of work with the prior website provider. We need to clarify what that covers. We could have him do work and see if it whether it is worth doing a retainer. LeeAnn and Jen have the relationship with Cesar. Let's pay as we go for now. Should we put a dollar amount on that we can have him do the work? We need more clarification on his prices, he has offered to send us a bid. Are we comfortable authorizing a certain amount? LeeAnn is going to follow up. Can we make it like USLGA for member's only section? JuliAnn said that they have a Member's Only section on the CAVE website, classified ad section, personal information, jobs wanted, etc. and it is very helpful because it doesn't go out to the public. Longpoint Digital does their website work as well. The retainer works out for their association but we don't do enough work to justify that. She thinks a retainer would cost us more.

Recap of Festival – Sue gave us all of the financials and Juli recapped the meeting regarding the festival. Everyone was excited about keeping it at Riverbend Park. Was more room to spread out and people could walk around and see everything. Was getting too tight at Memorial Park. Need more signage to the bar and music and more to seminar and craft tent. Music was in a good place – maybe more a little bit more forward. Wreath craft tickets were oversold at the gate. Get 10 kits extra next year. Supplies were hard to get. Seminar tent was a big improvement make sure we have a screen. Programs didn't project well. Marketing some confusion thinking that the festival is three days long. They came to the park on Fri and Sunday. Festival in the park date needs to be up front and center and the other activities need to be listed below. Using more flyers so people need to know where to go. Parking at the park was not big enough and there were cars everywhere. Need to highlight additional parking at schools – put in website and program. They can walk from anywhere. Admission charge be extended into next year. Only one card reader for gate and one for merchandise...we need more next year. 4 G instead of Wi-Fi. Need more volunteers on the gate. High School kids were fabulous. They helped with set up, parking and tear down – we need to use them again. Booths and vendors – didn't have as many vendors but we had room and would be nice to add more food vendors. We need to limit the number of applications we put out so that we don't get over crowded. Recommend that we don't raise booth fees. Early bird apps. Friday farm tours went well even without busses. No one complained that they had to drive. Saves a lot of money not having busses. Update attendees to 30. Move lavender dinner to another place. Menu should reflect more lavender. Lida volunteered to help with recipes. Centerpieces were great. Also move lavender drinks. We had lavender wine and tea and Lisa makes some great lavender cocktails. Should we even have a dinner next year? Who are we doing it for? Should we move it to Friday night? Don't even worry about doing a Friday kick-off party next year. Sunday tours – not as many farms as we have had in the past – hopefully more people can participate next year. We need more marketing on that next year - maybe a map and small flyers. We only have 1,000 of the programs and they were all handed out. Should we include other businesses like wineries and fruit stands? The weather was also perfect. Did volunteers work out well? Was on the website and Facebook page. You can see exactly who volunteers for what, easier to communicate with volunteers. \$20 a month and did it for two months. LeeAnn wanted to know if we could find out from online ticket sales to see where people came from. There were over 1,000 tickets purchased online. Juli will look and see if she can pull that out. What marketing was done for the state: *AAA Magazine*, *Colorado Life* and CPR radio doesn't do an ad per se "the news is sponsored by the Colorado Lavender Fest." Visit Grand Junction and social media – she targeted Denver and Utah. No other print advertising. CPR advertising would be about \$750-\$1000 for a significant campaign. CPR stations for Denver west to Vail. Sentinel hits people across the state. There were a lot of people from the Front Range. Jen checked during her talk and said there were more people from the Front Range. Sue is working on applications for next year – separate food and lavender applications. More information for food vendors is required. \$200 for a trailer or a truck, not a booth. Sue made changes for food vendors on the application. Lisa asked if we need to add proof of insurance – retail vendors don't have to have it but the food vendors have to. They have to show us proof of that. Smaller craft vendors may not have it. Denver Lavender requires it. We can ask for that – it would protect the association.

She will ask Sarafina about the farmers market in Palisade to see what they do. Do we want to require it of people who are doing samples? There are people who sample cider or lemonade – should we ask for insurance. Mesa County Health Dept. does not require it, you don't have to go through the whole food handling but they want to speak to anyone who is doing it to make sure they are doing it the correct way. It is a checklist but not approval process. The Zesty Moose does have a food safety approval. We should definitely require insurance for all food/ alcohol and samples. Sue made the change on the application. We already have vendors asking to sign up for next year. Last year we had it ready at the festival. We need to get that done as quickly as possible. How do we want to handle the cut off for the refunds? Do we want to make the change on the date? May 1st for a full refund and after that you can hold to the next year or 50% refund? By May 15th everything is already laid out. We had several people who cancelled at the last minute this year because of illness so we did refund except for a few which were held over. It used to be hard and fast that if you passed the deadline, you got no refund. Was deaths, illnesses and surgeries. We are still left over from COVID so we are more lenient. Maybe next year we are more hard and fast. Sue said that holding the fee over for the next year is a lot of work because you have to keep track of all of the information. Would be better to put a hard date of full refund or nothing. Stephanie said that losing your money is standard. Insurance is becoming pretty standard as well. Lisa thinks that we need to make insurance a part of the requirements for vendors. Stephanie was saying that since there are no standards, we need to have insurance. Lisa said that insurance is for the customers as well as vendors. Coverage is not that expensive. Do we want to put in a minimum for insurance? A million is pretty standard for businesses. We will need a mailing address to send that information to. We will require insurance from now on. There will be separate food and craft applications and May 1st deadline or nothing. Lisa made the motion and Sue seconded it. Motion approved.

October Education Meeting and Elections – Lee Ann had spreadsheet shows that Lesha, Sue, Jennifer, Curtis and Cindy are all due for re-election. Lee Kleinman and Lisa have done four years so need to replace them with new people. LeeAnn could be re-elected. No restrictions after you sat out a year. Secretary is chair of the election. Contact everyone who eligible to run for a second term. We need a ballot with a Board meeting is scheduling Oct. 5th, members meeting is October 2nd. By-laws show the timeline for notices to go out. Jen someone who has expressed interest on being on the Board. New board needs to meet and select officers within 10 days of the annual members' meeting. October 2nd is the education meeting. Propagation would be a good subject for the meeting. LeeAnn will put that on the events page on the website – save the date and stay tuned for details. Jen will email people on education committee and get some ideas, find a speaker. Lesha will contact Trudy about the election. Jen is not going to run for President again. Membership just votes for the directors to the board.

Volunteer Money was approved and paid.

Meeting adjourned at 8:10 p.m.

Christmas Fair tabled until next meeting as well as merchandise and Front Range Lavender Trail, Cesar prices, JuliAnn's contract

****Festival Updates**

Lavender Association of Colorado

2021 Festival Weekend Profit and Loss

Income

FESTIVAL INCOME

Donations	\$0.01
Festival Bus Tour	\$3,705.00
Festival Crafts/Workshops	\$1,680.00
Festival Dinner	\$5,605.00
Festival Sponsors	\$7,500.00
Gate Admissions	\$14,625.00
General Membership	\$225.00
Sponsor Membership	\$25.00

MERCHANDISE SOLD \$1,110.00

VENDOR INCOME (\$420 to refund) \$9,575.00

Total Income	\$44,050.01
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Expense

FEES, LICENSES, EDUC, MEMBRSHIP	\$584.31
Festival Classes Supplies	\$114.25
Festival Expenses	\$2,248.52

MARKETING & PROMOTION

Design & Promo fees	\$1,660.00
Print Ads	\$5,484.70
Radio.TV ads	\$1,409.72
Marketing & Promotion Other	\$25.00

Total MARKETING & PROMOTION		\$8,579.42
MEALS & ENTERTAINMENT		\$3,834.82
OFFICE SUPPLIES		\$66.78
PROFESSIONAL FEES		
Festival Director	\$7,000.00	
Musicians	\$2,575.00	
Speaker Fees	\$100.00	
Total PROFESSIONAL FEES		\$9,675.00
REFUND		\$850.00
RENTAL		\$3,767.50
SALES TAX		\$57.12
Software		\$50.00
Total Expense		\$29,827.72
Net Income		\$14,222.29

Lavender Association of Colorado
2021 Festival Weekend by Event Profit and Loss

Wreath Class

FESTIVAL SALES	280.00	
970tix GeoTix	1,400.00	
Income		1,680.00
Fees	14.85	
Christina Horn	10.00	
Christina Horn	100.00	
Expense		124.85

Net Profit	\$1,555.15
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Dinner

970tix GeoTix	5,605.00	
13 Brix Cider Bistro	3,164.47	
Net Profit		\$2,440.53

Grand Junction Tour

970tix GeoTix	1,615.00	
Pie Shop	357.00	
Net Profit		\$1,258.00

North Fork Tour

970tix GeoTix	2,090.00	
Farm Runners Station	313.35	
Net Profit		\$1,776.65

Festival

Donations	0.01	
Sponsors	7,500.00	
Gate Admissions	14,625.00	
General Membership	225.00	
Sponsor Membership	25.00	
Merchandise sold	1,110.00	
Booth income	9,575.00	
Income		33,060.01

Cooking Demo		
Supplies	104.25	
Fees, Licenses	569.46	
Expenses	2,248.52	
Office Supplies	66.78	
Marketing & Promotion	8,579.42	
Professional Fees	9,575.00	
Refunds	850.00	
Rental	3,767.50	
Sales Tax	57.12	
Software	50.00	
Expense	25,868.05	
Net Profit		\$7,191.96

Recommendations from the Lavender Festival Committee for 2022

1. Market the date for Festival in Park more clearly, confusion it was all weekend
 - a. Show overflow parking in town in program and website
 - b. Flyers
2. Keep the event at Riverbend Parkent/craft tent
3. Move music over to be seen (not behind Restro)
 - a. Have more signs leading to bar/food/seminar tom building)
 - b. Keep the music away from vendors – great improvement with noise interference
 - c. Seminar tent was great but need a screen instead of wall (light penetrated)
 - d. Craft tickets sold at gate oversold, sell less online and more at gate (60 total) Ask Laura to do again
 - e. LAC Merchandise booth did well, sold 2 memberships
4. Charge the same admission \$5/Adult includes seminars, Kids under 12 Free
 - a. Research credit card machines from Timberline Bank (Lisa) or Alpine (Juliann)
 - b. More volunteers to create move lines faster
 - c. High school kids were great help with set up, loading vendors and tear down and controlling parking on Saturday
5. Maintain space between booths and limit the number of booths to 65/70
 - a. Approve early bird application for the 2021 vendors with hold on booth spot
 - b. Not to raise booth fees (raised in 2020)
 - c. Create a separate application for food vendors
6. Friday Farm tours
 - a. were a success and not to go back to busses – self guided worked and saved the association money
 - b. open up the attendees to 30
7. Lavender dinner should move to a new venue/could be Friday night
 - a. Menu needs to reflect more lavender – Lida volunteered to help with selections

- b. Flowers from Paola were beautiful
- c. More drinks with lavender – lavender mimosa and cocktails suggested – Lisa has recipes
- d. Also suggested eliminating dinner, not big money maker for the work involved
- 8. Friday night kick off party not successful, needs earlier decision if at all
- 9. Need more marketing for Sunday tours, a separate rack card suggested like North Fork did
 - a. Need to get more farms to participate (lavender condition a problem this year)
 - b. Have a large poster made to have at park on Saturday with map & photos
 - c. Should Sunday be opened to other businesses for a fee? (non-member)