

LAWC Board Meeting Minutes

3/15/16

Attendees: Kristin Nielsen, Kathy Green, Diane Keliher, Diana Wegh, Leeann Nielsen, Susan Smith, Angie Jewett

Membership

- "Member Find Me" software/plugin
 - Kathy G. researched many options and believes this will best suit LAWC's needs
 - free until 50 members; \$19/year for 50 to 150 members; we have nearly 50 members now
 - Plugs info directly into the LAWC website
 - Members can edit their own information and can post deals
 - Board voted to adopt "Member Find Me" - vote passed
- Update on Membership Renewals
 - three new members (one business, two individuals)
 - 11 not renewed yet; email reminders already sent; will call to follow up
 - Some are not up for renewal until later in the year; "Member Find Me" will help tracking memberships that start throughout the year and will sent auto reminders
- Bloomin Deals event at the Botanical Gardens
 - Saturday May 14, 10am - 5pm
 - \$35 for 10'x10' booth, 1x 6' table, and 2 chairs
 - 50% commission to the Botanical Gardens (merchandise sales only, not membership fees)
 - April 15 application deadline
 - Angie will reach out to members to seek volunteers to staff the booth

Communications

- Mail Chimp vs email listserv

- Mail Chimp has more options and professional appearance
- Motion to use Mail Chimp passes
- Website update - All documents must be in PDF format to be uploaded to the website
- Social Media
 - Facebook: Currently used successfully
 - Pinterest: LAWC has a Pinterest page, but it is out of date; do not know who started or manages this page; board consensus is to not pursue Pinterest at this time
 - Instagram: Very popular, especially with younger generations; quick and simple way to share photos with the public; board chose to pursue Instagram; Kathy G. will create LAWC Instagram account as @coloradolavender
 - Twitter: Board chose not to pursue Twitter at this time
- US Lavender Growers Association Region 4
 - LAWC is a member of USLGA, which has recently created subregions to promote cooperation and networking amongst lavender growers that are geographically close and have similar growing conditions
 - LAWC needs to find a member willing to be our representative; duties may include:
 - Sharing LAWC information on the USLGA Region 4 Facebook Page
 - Sharing information from USLGA with LAWC Members and Board
 - Attend annual/biannual USLGA Region 4 meeting and/or USLGA Conference
 - Should LAWC cover expenses for representative to attend meeting/conference; Diane will research whether LAWC has paid this in the past
 - Could a LAWC Member who is also already a USLGA Member act as LAWC Rep
 - Could LAWC Members who already plan to attend USLGA meetings/conference share their experience with LAWC

Education/Research

- Kathy K. is taking a step back from grant duties; Angie will send message seeking Member with grant writing experience and willingness to serve on committee
- Kathy K. requested permission to move forward with workshop coordination - Board approves

- Member Meeting presentations

- Saturday, 16 April: "Member Find Me' tutorial (tentative); Botanical Gardens
- Friday, 20 May: Distilling Workshop by Joseph Brown at Nielsen Village; potluck
- Friday, 17 June: no presentation; Festival preparation; location TBD

Lavender Festival

- Meeting Updates: Kristin read and expounded upon minutes from the March 10 meeting
- Advertising Options
 - Nickel: free, unlimited pages, Nickel sells ads, lots of ads that may distract from article/program content
 - Sentinel: \$2400, 8 pages, LAWC sells ads, classy appearance, good standing relationship
 - Radio: Red Rock Radio is our sponsor for Lavender Festival
 - TV: Robbie is working on TV advertising, sponsorship or coverage
 - Movie Previews: LAWC approached by Carmike to place ad to be shown during movie previews; Robbie may attend a meeting on March 18 to learn
- Vendors: 22 total signed up of maximum 65
 - Call for members to pass out hard copy vendor applications
 - Craigslist listing for Festival and vendors
- Donation jars - to be discussed at member meeting
- Festival specific FB page:
 - must crosspost all festival info to main LAWC page
 - may encourage more followers as festival only page and may draw people to go to LAWC site

Denver Botanic Gardens Lavender Festival: July 16 at Chatfield Farms location (Littleton)

- Opportunity to engage large market and promote Western Colorado Lavender
- Board chose to have a booth