

LAWC Board Meeting Agenda

May 10, 2016

Attendees: Kathy Green, Diane Keliher, Susan Smith, Diana Wegh, Angie Jewett, Robbie Urquhart

Membership

- Update on Membership Renewals
- Update on Member Find Me integration:
- Test profiles still need to be updated as examples;
- Kathy will send email invitations to approximately 10 members at a time so she can field questions in a timely manner as new profiles are built;
- Discussed different ways to address coupons and deals: Members to members vs Members to public, wholesaler page exclusively viewable by members
- Discussed improving the new member welcome packet; Diana will contact Lynn Smith about this and the subject of having a Member Committee Meeting in the near future

Communication

- Mail Chimp – Kathy updated member list
- Newsletter
- Is Daily Sentinel Ad Form on the web somewhere to link to? - Kathy will add this for linking to newsletter, etc
- Spike it with Lavender recipes: agreed to include no more than once per quarter/season
- Discussed volunteer needs and incentives for festival

Education/Research

- Member meeting presentation topics and presenters
 - May – Distilling Workshop
 - June – Festival Preparation: location TBD
 - July – None...Festival!!!
 - Aug - TBD
 - Sept – TBD

Festival

- Meeting Updates
- New potential sponsors: Local water company with biodegradable water bottles, Meryl Lynch
- Looking for more Sunday Self-guided tour destinations
- Volunteer Committee: Need someone to take this on to coordinate volunteers for festival and into the future if possible
- Vendors: 34 vendors, 39 spaces sold of 45 available
- Bus Tours: tickets now available on Eventbrite
- Feast in the Field: menu? When can we expect tickets to be available?

When can we expect tickets to be available: awaiting info from caterer

- Seminars: will be finalized on Thursday, May 12th

Merchandise:

T-shirts: Kristin is working on this

Terra Cotta Coffee Mugs? Agreed they are interesting; will investigate cost and revisit

- Lida: Cooking Demonstrations; two sessions, both free
- Wreath making seminars; two sessions, \$20-\$25 cost due to materials

Additional Items –

- USLGA Representative: roles and responsibilities, attendance to Region 4 or USLGA meetings/conferences, etc

Tish Nelson volunteered and will be our new USLGA representative!

All communications she shares will be vetted through the Board to ensure consistent message in line with LAWC mission

Adjourn