

Tad, Pres. to develop a transition document to be used to maintain continuity of plans, projects, committees and information flow when new board members are seated. Three board members will complete their terms at the end of this year so three new people will be able to acclimate quickly.

Discussed a change of the time of the year to nominate and reelect new board members. Rather than starting new board members in January, August or September will allow more time for them to make the transition and plan the July Festival. And because most companies decide their donation recipients in the fourth quarter, we may have more success by submitting requests for festival sponsorship before the end of the year.

An easier procedure for routing applications, renewals and payments is being explored. Kathy Green is looking into the feasibility of automated systems for issuing notices and accepting payments online.

Benefits of membership and incentives were briefly discussed and will be taken up again this year by the membership committee.

Roberta Cole was welcomed as a new Board Member. She has already been instrumental in researching consistent locations for board and general meetings. Thanks to her efforts, the board can meet regularly at the DDA office in Grand Junction at 437 Colorado Ave. She has arranged for general meetings to be held at the Grand Junction Botanical Gardens (South on 7th Street until it ends at the river – can't miss it). LAWC can have their own garden there. In return, the BG asks for some minimal volunteer help to maintain their gardens. It will create a mutually beneficial relationship so contact Roberta if you can help. Tad has explored a backup location. Roberta has offered to host a June meeting at her home (the labyrinth is in beautiful full bloom). She is also working on several LAWC committees.

Nanette was presented with a gift token of appreciation from LAWC for her tremendous work in furthering its mission. Sunny was not present but will be given a thank you gift at the next board meeting. Sunny is in Delta working with Karen Dobos to learn more about how to increase utilization of the LAWC website.

There was brief discussion about the items in the storage locker and the cost of maintaining the locker. Tad and Roberta will go there and decide how to proceed.

FESTIVAL UPDATE: The next Festival meeting is at Pam's home on Wed Feb 25, 6:30 pm for approximately 1 hour. Pam presented details on the work done to date and the work that still needs to be done for a successful festival. Needless to say, more volunteers are needed for tasks small and large. After several attempts,

Susan was able to get the art contest into the papers. She will also help Pam get packets together to present to potential sponsors. Packets will indicate the benefits of sponsorship to the donor. It will also include a list of possible sponsors. Pam has broken the canvassing area into Paonia-Hotchkiss area, Delta area, Palisade-East end of GJ (which Paola will handle) and Grand Junction. Volunteers are needed quickly to help obtain sponsors. Contact Pam ASAP to participate.

Roberta has secured the assistance of Robin Brown to do press releases and other advertising. As event coordinator for the Art/Jazz Festival, Robin will get us noticed in some way at that huge public event.

Vendors: Diana Wegh was unable to attend but sent word that the Vendor Application will be released to the public on Feb 15th. She has many inquiries for space from non-members and encourages LAWC members to apply quickly.

Paola is making arrangements for the Friday coach tour, the ½ day Friday residential gardens tour, and the Sunday open houses. This year the Friday tour will be a "west end focus" so Paonia (Olathe?) will not be on the tour. Nanette and Randy Keck have offered their farm as location for the Feast in the Field Dinner. Bin 707 is the caterer. Two non-members are confirmed to show their residential gardens. More needed.

Good discussion and ideas about the subject matter and presenters for the workshops and keynote speaker. Several members had attended the USLGA conference in Texas and offered several excellent ideas which will be pursued. Paola and Susan will consider presenting training on perfumery and aromatic characteristics of lavender. Don Smith will make contact with people in his Bee Association about presenting on the important relationship between bees and lavenders. A movie, "Queen of the Bees" was offered to be shown as part of a workshop. Nanette talked with a USGLA presenter on home distillery who was open to coming to Colorado. Rosemary will pursue these and other leads.

"BoothSitters" will be needed this year so that LAWC members who are vendors will be able to participate in the workshops. Volunteers are needed to attend their booths so they can attend an event.

Membership Committee Update: The committee has lost some members and now consists of Don and Lyn Smith and Con and Rosemary Litz. Tracy Harrison is the board liaison. Another member would be welcome. The membership list is being updated to show the paid members for 2015. Kathy Green sent a "Mail Chimp" notice earlier this week that payment is due. Several "bounce backs" indicate that some email addresses are incorrect. Those people will be contacted by phone for an update.

Education Committee Update: The importance of providing educational opportunities for members was discussed. Carol Schott, Susan Metzger and Cheri Jacobsen will explore topics of interest to general membership to encourage greater meeting attendance. Each General Membership meeting will include a timely education presentation from local experts (or at least someone who knows a whole lot).

Tad introduced Diane Keliher as a possible bookkeeper for LAWC. She is highly recommended, has experience in non-profit accounting and recently served on the board of the Downtown Development Authority. She will consider after talking with Nanette about the details of the job. The bookkeeper is not the Treasurer, but rather a separate position. A Treasurer is still needed on the Board. Volunteers???? Submitted by R.Litz 2/14/15

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Minutes of Lavender Association of Western Colorado General Membership Meeting, Saturday, March 13, 2015, Meeting commenced at 10:00 am at the Grand Junction Botanical Gardens.

Attendance: Tad Saunders, Sylvia Saunders, Ron Rish, Paola LeGarre, Roberta Cole, Susan Metzger, Cheri' Jacobson, Carol Schott, Pam Johnson, Diane Keliher, Tracy Harrison, Con Litz, Rosemary Litz, Sunny Howland.

Since this is LAWC's first meeting at this facility, Kevin Koeffler, Director of the Botanical Gardens greeted us. He explained the plan for the upgrading BG and its relationship to the River Front Trail System's Las Colonias Park.

It was agreed that in exchange for our use of the building every month, LAWC members would take responsibility for cleaning, weeding, pruning and general maintenance of the small lavender garden. At this point the garden has about 15 or so plants that are in very healthy condition. Maintenance should be minimal. It is very possible that we would be able to add some other varieties to the garden. A LAWC sign and brief descriptions of the varieties will provide information for the public. Thanks to Roberta Cole for arranging this opportunity. It was agreed to offer the Botanical Gardens honorary membership in LAWC.

The April and (possibly) May meetings are scheduled to start at 9:30 am so that members can volunteer a half hour working in the garden, and therefore, fulfilling our responsibility. It will be helpful if members would email Tad or Roberta of their willingness to help on that day.

Sunny was thanked with a small gift for her work in leading LAWC. It was agreed to honor Bob Korver (not in attendance today so Tad will get sent a thank you card to him) and Pam Johnson, Festival Manager, with a waiver of membership dues for a year in appreciation for their extreme dedication to the success of LAWC.

Publicity: Sylvia Saunders volunteered to make contact with local newspapers to post our monthly meetings on their "Goings On" pages. A meeting **agenda** will be posted on the LAWC website (Calendar page)? so that all will know the upcoming topics of discussion. Anyone can add to the agenda by email to Tad. Of course, if time, random topics can be discussed at any meeting.

Saturday, May 9th, the Botanical Gardens will hold their annual "Blooming Deals" plant sale. Vendors are welcome to sell products that are plant related for a fee of 25% of sales to the BG. A LAWC tent will be there to publicize membership and the upcoming Festival in July. If several people will volunteer to take 2 hours shifts to hand out printed materials, the task will be light. Please use the "contact" section of the website (coloradolavender.org) or email Tad with the times that work best for you from 10 am to 3 pm.

Memberships: An updated listing of members will be completed this week. A "Mail Chimp" reminder to pay 2015 dues was emailed a few weeks ago but there are still unpaid members. The membership committee will make contact with them to encourage prompt payment. Past members will also be contacted and asked to re-join LAWC. Once that is done, by the end of March, the website membership directory will be purged to reflect paid members in good standing. In addition, additional tabs will be added to the listing to record the data from the 2nd page of the application. That will provide ongoing information on the number of acres and number of plants that are being grown. And track members' areas of interest for association's planning.

Festival: Paola has found a vineyard on Orchard mesa to host the full-day, bus tour lunch on Friday, July 10th. If anyone can suggest a caterers for the luncheon, please contact Paola. She is also looking for one more home garden for the Friday, half-day garden bus tour. Please contact her if you know of anyone with a beautiful garden featuring lavender plants.

Sponsors: Members are asked to consider who they know that they could ask to sponsor the Festival events. Pam provided printed materials that explain the benefits to prospective financial or in-kind supporters. They can be useful as a guide on how to ask for donations /sponsors. The materials include a small token of appreciation to give to the person you talk with. Email Pam for the materials and/or names.

Education: Paola told of her experience attending the USLGA, US Lavender Growers Assoc, annual conference in San Antonio, Texas. Several other members attended: Laurie Conner, LeeAnn Nielsen and Nanette. Paola has a notebook on the conference activities if anyone would like to see it. In 2 years the conference will be help at another location so there is a possibility LAWC could put in a bid to host it.

Posters: Susan explained the voting deadline for the poster contest and described some of the entries. The selected poster will be used on the Festival t-shirts and other merchandising items.

Upcoming Meetings: Posted on LAWC website.

April meeting will include an agenda item needing a vote of the members, regarding shifting the election time of year

April Educational component will be on pruning and readying plants for spring and summer. Half hour before formal meeting so please arrive at 9:30 am.

May meeting detail are yet to be determined. Will be posted to website next week. (NOTE RL NO MAY MTG)
June meeting will be held at Roberta Cole's home to view her labyrinth (and the inviting swimming pool.) Paola will do the educational part of the meeting on detecting the differences and elements in varieties of essential oils.

The next Festival Committee meeting is an email discussion on 3/20/15.

On 3/30/15 at 6:30 pm, Pam will host a Festival meeting at her home. Adjourned 12:00 pm. Submitted R. Litz

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Agenda Gen Mbr Mtg: April 11, 2015 Saturday Meeting 10am to noon

1. Botanical Garden clean up for LAWC assigned area; 9:15a to 9:50(ish) am. This clean up will mainly consist of “weeding” around our assigned area. For those who couldn’t make March meeting, this area is just outside the library by the Big Butterfly. Also, I (Tad) talked with Diane Carlson (hired Master Gardener), she would like to get rid of the Pampas grass in that area. If anyone would like some to take home and transplant, bring shovel and a container with you. There is a butterfly bush that Diane would like trimmed up, I will bring clippers but if anyone would like some “hard cuttings” to transplant to yard, bring small container for that as well.

2. Member vote on new term dates for board members (October to October instead of January to January). (10-10:15a).

3. Brief update on eBook lavender cookbook project. (10:15-10:30a)

4. Discussion on Pruning—this will be a discussion teaching time based on experience of all present.

5. Various Committee updates.

6. Pam update on Festival progress and volunteer needs.

7. Dr Wilson (Naturopath) will be unable to attend this month’s meeting. He was on the schedule to talk about Lavender oil’s important role as base oil for other essential oils and potential positive impact on today’s health care. He had to cancel due to an out of town family matter.---Sorry folks perhaps we can reschedule him later in year.

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Minutes LAWC **General Membership meeting, Sat April 11, 2015** at Botanical Gardens, GJ Attendance: Tracy Harrison, Roberta Cole, Tad L. Saunders, Rosemary Litz, Becky Hotal, Tish Nelson, Sunny Howland, Pam Johnson, Bob Korver, Diane Keliher, Lida Lafferty, Con Litz.. Welcomed guests: Diane MacKenzie (Redlands), Nancy Jewell (Fruita), Stefanie Moravitz (Loma), Diane Curlson (Master Gardener, Botanical Gardens). My apologies if I have misspelled anyone’s name. Please email a correction to me.

Note: Due to events at Botanical Gardens on **May 9th**, **there will be no LAWC General Membership Meeting.** Some members arrived early and did a nice job of weeding the area around the lavender plants at the Botanical Gardens.

NEW BUSINESS: LAWC President, Tad, made a motion to move the new term dates for board members from October to January. Tish Nelson seconded. Discussion explained that the time change will allow new directors more time orient to their positions and gain a better understanding of the annual festival, a key LAWC project. It may also result in greater festival funding from the business community because most do their budgets in the 3rd quarter each year. Motion approved unanimously by the members.

COOKBOOK: Lida Lafferty presented information and a request to move the printed version of the LAWC Cookbook to an e-book format. An annual update of the printed version and addendum is cost prohibitive. She explained the details entailed in making the transition. The conversion will require a new design and a one-time distribution fee to enable sales on Amazon, Barnes & Noble, and Apple websites. We will receive 70% of sales, some aggregate data on purchases, and a purchase will drive a link back to the LAWC website. There will be a small upgrade fee each time we add recipes which would be done on an annual basis. The sale price has not been established yet. It may be possible to get the information into the Festival newspaper pullout section.

NEW ZEALAND OIL COMPETITION. Rosemary reported that Joseph Browne should be contacted (tincandistilling@aol.com) to submit lavender oil samples for the upcoming. Last year members Korver and Ecklund placed 3rd and 1st respectively.

MEMBERSHIP COMMITTEE: Same as last year, Lyn and Don Smith will be in charge of membership applications that will be available at the Festival LAWC tent. They will be available to answer questions for prospective members. Thanks to a group effort, LAWC the membership list and the website membership directory has been updated and brought current.

EDUCATION COMMITTEE:

Dr. Wilson, a local naturopath, had to reschedule his presentation for this meeting. He was to discuss lavender oil’s important role as a base for other essential oils and potential positive impact on today’s health care. He’ll be rescheduled for a later date.

However, with several new people in attendance, there ensued an excellent discussion about growing lavender. When and how to prune, how to propagate, what is alfalfa virus and what to do about it, if and when to remove dead wood among other topics were covered. The only organic grower in the region is Sage Creations as far as anyone knew.

FESTIVAL: Pam Johnson gave an accounting of the state of festival plans and activities.

- Feast in the Field on Sat evening in Fruita will seat 80 people. Discussion ensued about need for trained liquor servers.

- Urgent need for members to ask business for festival support donations. Pam distributed a 1-page document detailing how a person or business can benefit from buying an advertising space. This guide will make it easy for members to make their requests. It will be posted on the LAWC website so you can run off a copy or you can email a board member and one will be emailed to you.

(RL's 2centsNOTE: The #1 reason a person does not donate is that no one asked them. It does not offend people to ask.)

-Food vendors are still needed such as pizza, burgers, tacos, etc. Contact member, Diana Wegh, with recommendations.

-Volunteers are needed to do a variety of small tasks throughout the 3-day Festival. Please contact Pam Johnson or anyone on the festival committee if you can spare even a small amount of time. Submitted by R. Litz, 4/20/15 **NO MAY GEN MTG**

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Was there a June 2015 General Mbr Meeting? No July Mtg due to Festival

Minutes Lavender Association of Western Colorado **General Membership Meeting** at GJ Botanical Gardens **8/8/15**

Sue Kampf of the Botanical Gardens informed us of the upcoming Calabash Festival/Scarecrow Contest on September 19. If LAWC members would like to set up a booth, contact the Botanical Gardens for more information.

LAWC Meeting discussions included:

Diane K. presented some financial information on the Festival results. While some bills are yet to be paid, it appears that several thousand dollars profit was made. Definite figures will be made known when all is completed. Much discussion ensued about the particulars of the event ... what seemed to work well and what didn't work well. Pam Johnson was complimented for doing an excellent job of managing the entire festival ... needless to say, a major undertaking. We are now looking for a manager for next year. If anyone has an interest in managing or being involved in anyway, now is the time to make yourself known to Tad. It is not too early to start planning for next year.

Emphasis was placed on the "demos" and outside events as being extremely popular with people. And possibly making use of the lower level of the community building since we pay for use of the entire building.

Vendor evaluations were not done at the festival, so Diane Wegh will be asked to send out a brief eval to vendors to gain useful information to use in next year's planning. Tad will talk with Chamber to find out if festival rack cards have documented results.

Received 10 inquiries about LAWC from the festival. Response email/letters were sent to them.

A flow chart was developed to designate how to route new member applications and payments as well as renewals. The board will vote to include it in the Policies and Procedures at the next Board Meeting. Seven letter templates were written to be used (adjusting as necessary) for responding to various situations regarding membership. Adjustments to the fees were discussed but no resolution or action taken. **RL Note to self: completed and to board 8 15 15**

It was agreed that more focus need to be put on the education segment of our general meetings in accordance with LAWC's mission -- perhaps allotting one hour for business and the 2nd hour for education. All members have something they can share that will be useful to others. While larger growers may have more in-depth knowledge of soils, water, fertilizers on a large scale, smaller growers have slightly different issues to be dealt with. Many members are small growers and "mini"

growers, if you will, and can share their experiences, plans and outcomes. Craft artisans have a unique business perspective and an understanding of buyers that would be of great assistance to others if they would share their knowledge.

Rosemary Litz has offered to develop a “curriculum” to follow and help secure speakers/presenters from within and without LAWC. People who may be unfamiliar with creating a simple presentation can contact her for assistance.

A change in frequency of meeting was discussed with all agreeing that quarterly is not enough time together. Every other month will be discussed in more detail at the next board meeting.

Request was made for an “eblast” notification of upcoming membership meetings a few days prior. Even though it is posted on the website, people don’t always check it.

Nancy J. brought up the idea of members mentoring new members. She pointed out that new people join in order to build relationship with other members and to learn from them. A mentoring program would be extremely useful for encouraging new members and giving them a deeper understanding and commitment to LAWC. Perhaps going to a new member’s house to help with specifics. The difficulty lies in member’ finding time to engage in it.

Lida explained the delay in getting the e-cookbook ready for sale. A tremendous number of unexpected problems developed in the 2 weeks before the festival. It took time to work them out. Lida was commended and heartily thanked for the arduous work involved in bringing the e-book to market. Once Amazon and the others start selling, we will see the profits from it. Submitted to Board and website: R. Litz =====

Minutes: Lawc **General Membership Meeting, Saturday, Sept. 12, 2015** at Botanical Gardens Library, Grand Junction. Attending: Bob Korver, LeeAnn Nielsen, Ron Rish, Cheri Jacobson, Paola Legarre, Susan Metzger, Don Smith, Lyn Smith, Rosemary Litz, Con Litz, Susan Smith and 3 visitors from Montrose: Celeste Gatt, Rebecca Gatt, Carol Howe.

FESTIVAL: Tad did not have exact amount of profit from the July festival and will check with Pam for amount. He is sure a profit was made of several thousand dollars. The Bus Tours are most successful bringing in half of the revenue. Seminars brought in \$1500 and merchandise sales \$1200. Money was lost on the dinner. It may be done away with or redesigned significantly. Tad try to get underwriter for \$5000 or some large sum which would relieve some of the work and pressure of finding small amount donors. Alpine Bank did not grant us this year or last year. Have given \$500 in the past. Tad will talk to Palisade Bank. Cheri encouraged asking Palisade businesses for financial support because they receive benefits from the festival. Value of print media advertising is hard to sell because it’s hard to track.

Palisade will put a (snow?)fence around the perimeter of park so that we can count entrants & it allows alcohol to be sold.

SUNDAY TOURS: Just about everyone had input on a discussion about finding ways to increase festival revenue. Ideas included: Perhaps a vendor fee or small percent of sales from Sunday Tour Farms. Is was agreed that the Sunday Tours are an extremely valuable and popular feature of the festival. Most farms get up to 200 visitors on the Tour. A \$2 to \$5 fee or donation amount was proposed as reasonable. People come to these events expecting to spend money so a small donation won’t matter to most. They pay \$100 for a bus tour so wouldn’t be offended by a couple of dollars at Tours. Consider selling a ticket and using a wristband to identify those who paid. Tour should be free. The amount of work required to prepare farms for visitors is a gift to LAWC. Tour gives people (potential members) a chance to talk with growers.

Discussion on amount of money brought into GrandJunction. It’s necessary to know because the VCB is glad to help us if we can give them hard data. Need good count of attendees each year. Tad will find out the multiplier used by the Chambers of Commerce for calculating how much a person spends. Estimate 2015 festival had about 3800 attendees.

GRANTS: Kathy Kimbrough discussed available grants that will benefit LAWC. There is a “speciality crop” grant-deadline April 1st and a “marketing” grant-deadline Oct.15. Each grant has specific guidelines about what it will and will not fund. Some ideas for the grants are: Focus dollars to promote the Sunday Tours. A “LavenderTrail” or bike tour. CAVE has bike tour so look into tagging onto theirs. A survey at the festival is needed and survey at the Sunday Tours. Funders need data.

Speciality Crop grant is wide open for topics, except marketing. So LAWC is asked to submit their ideas for what we'd like to see done in the future. Is it distilling or specific training on the elements of selling products? Paola suggested bringing an expert on disease control and examine potential problems and solutions.

RonRish emphasized the need to move lavender products out of the western slope. He will research ideas on marketing and selling for the Marketing Grant and report back to Kathy K. Suggested to check out CMU marketing students.

COOKBOOK: Tad informed that ebook went well over budget due to unforeseen problems with the company that converts the data. Lida and Amy worked many hours overtime to complete the many requests for more data from Jenkins group. Even so the ebook was not ready for the festival. There was no way at the beginning to calculate the problems that would arise. Amy has requested payment for more than the original budget amount. The board had discussed the issue and agreed to pay. Tad gave assurance that the festival proceeds mentioned above included the extra payment to Amy N.

WEBSITE: Kathy Green and others are working hard at getting the website back on track after a hacking episode damaged it. It has taken several weeks to repair. Is should be fixed before the end of the month.

CHRISTMAS FAIR: There will be an Annual Christmas Fair at Redlands Community Center this year. Diana Wegh in charge. Can do a bake sale. Space will be limited do to size of building.

BOARD ELECTIONS: There are several nominees. General members will receive an email with details on each nominee. It will include instructions on the election process. Then an official ballot will be emailed to members requesting that they vote and return the ballot by stated date. Elections will be announced at the October General Meeting. (Minutes: R.Litz)

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10 12 15 RL Note: No one took notes at the OCTOBER BOARD MEETING where (per Tad) 2 important votes were approved ...1)pay Kathy Green \$900 to \$1000 for website repair and 2)?

AGENDA FOR OCTOBER 2, 2015 GENERAL MBRSHIP MTG.

On Oct 2, 2015, at 10:22 AM, Sunny Howland <SHowland@prospace.biz> wrote:

From: Tad Saunders [mailto:branches111@icloud.com] **To:** Sunny Howland; Sunny Howland

Sent: Friday, October 02, 2015 9:14 AM **Subject:** Member Meeting

General membership meeting to be a pot-luck on Oct 9, 2015, 6pm.

Location is Ptarmigan Vineyard, 221 31 3/10 Rd, Grand Junction CO. See link for map. Phone is 970-434-2015. Betty is the owner. <http://www.visitgrandjunction.com/ptarmigan-vineyards>

We'll be on the outdoor patio, should have sufficient seating. Bring your chosen item to share, if you're able, electrical plugs are available if needed. Anything lavender related is always a treat! This is a winery tasting room, you are able to purchase a glass of wine for \$7, or select a bottle to open, share, or take home.

Agenda: 1. Board Elections 2. Christmas Fair 3. Creede & South Fork Farmers market invitation.
4. OK how much did we make at 2015 Festival—come if you want the answer!!!

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RL Notation/ OCTOBER 9, 2015 GENERAL MBRSHIP MTG: (Presume) no minutes were taken.

Results of General Membership Election was announced. New board members are Susan Smith and Diane Keliher of Grand Junction, Kristen Nielsen of Palisade, and Angie Jewett of Colorado Springs, CO.