

**Oregon Lavender Association Board Meeting Minute**  
**August 16, 2016, 7:30-9:00 PM**

**Members Present:** Chris Mulder, Carol Tannenbaum, Michael Lemmers, Bonnie Rinaldi, Karalee Mitro, Dan Callen, Gene Schmidt, Steve Seymour and Marilyn Kosel.

**Members Absent:** None

**Board Meeting Minutes for July 19, 2016:** Michael moved to approve the July board meeting minutes, Bonnie seconded his motion and the board voted unanimously to approve the July minutes as written.

**Membership Update/New Members:** Bonnie reported a current OLA membership of **82** members: **24 Promote, 24 Grow and 34 Relax**. Several new members have joined, including someone from Florida, Salem and Oregon City.

**Information for member email updates in August:** Chris reported that Bonnie sent out the Destinations Guide survey this afternoon and she hopes that most of the surveys are completed and available for review prior to the August membership meeting. Bonnie reported that she signed OLA up for a higher level with Constant Contact to get the survey out. Emails need to go out to remind OLA members: **1) about the August membership meeting, including a brief agenda, 2) to return the member surveys regarding the Destination Guide, 3) to return their “Bud Break” data forms, 4) to post their events on the website, 5) about the USLGA Conference** (maybe sent later this fall), **6) that OLA products can still be ordered**, and if the orders are received before the August membership meeting, Chris and Marilyn will bring the products to the meeting for pick up. Bonnie suggested waiting until after the August membership meeting to discuss membership dues in order to have time to review the member surveys.

**Financial Update:** Michael presented the current financial picture. At this point, the banking summary shows that OLA is down approximately \$2,300.00. That number will be slightly greater after the Photo Contest prizes are sent.

**OLA Product Inventory Update:** OLA currently has **60** Tote bags, **22 cases** of jam and **100** chocolate bars. Marilyn has not received any new orders for honey at this time.

**Marketing and Website Report/Update:** Dan reported that the OLA Destination Guides are still being distributed. Dan believes that Facebook is going to continue to become a greater source of advertising and promotion for the OLA. **Karalee will ask Amy about future posts and how best to get ideas to Amy for FB posts. Chris also suggested that members provide information/material for the public newsletter.** Dan presented his detailed **Website Report** and highlighted the fact that more people are using their mobile devices to find information. He believes that going into 2017 it will be essential for OLA to make the website more **Mobile friendly**. Dan pointed out that an insignificant amount of traffic is coming to the OLA website using “farm tour” as a search term. Dan believes that we need to continue to use “lavender destinations” as the

branding for OLA, as it is the best search term for OLA and is continuing to drive traffic to our site.

**Photo Contest Update/Public Email Requests:** Karalee reported 23 qualified/paid entries were received for the 2016 OLA Photo Contest and \$460.00 was collected via PayPal. Greg Halstaad and Ron LeBlanc served as judges and their decisions have been received. Karalee will email the names of the winners to Michael for him to write the prize money checks. Karalee will then send out the checks with a note of thanks to the contest winners. Karalee asked the board about sending a \$25.00 gift card to each Greg and Ron as a thank you for judging this year's contest. She also asked the board to consider an amount for of a prize for the new "People's Choice" award, and to choose a deadline date. Board members suggested and agreed that the deadline for voting should be August 31<sup>st</sup>. Bonnie will include a note in the newsletter reminding people to vote for their choice. Karalee will announce all winners after that date.

**Bonnie made a motion that a \$25.00 gift card be sent to each of the two photo contest judges and that a \$25.00 prize be awarded to the photographer of the winning photo that receives the "People's Choice" award.** Chris seconded the motion. The board unanimously agreed to the motion. **Marilyn volunteered to watermark the photos submitted for this year's contest.** Karalee reported that emails are continuing to come in, albeit at a slower pace, mostly asking where there is lavender blooming and what farms are open. These emails are always answered and people are directed to the OLA website; sometimes with very specific directions to the links.

**August Membership Meeting-Finalize Agenda:** Gene will present an educational piece on propagation. Members will proceed to the commercial kitchen for lunch and a short talk and tour will be led by Dick Robertson, co-owner of the kitchen. The business meeting will follow. Dan will share his marketing presentation. The Guide survey results will be discussed and Dan will present a marketing statistic report and ask the membership for topics for the next survey. Karalee will talk about the Photo Contest and invite members to vote for their favorite photo. Time will be given for sharing this season's media coverage and festival attendance.

**New Business/Announcements:**

**Carol** will check with Travel Oregon to confirm that they will be presenting at the October membership meeting.

**Steve Seymour** will speak at the October membership meeting about the legalities concerning making culinary lavender products and the use of certified kitchens. He will also lead a discussion about the situations that occurred during the Oregon Lavender Farm Tour weekend at Norwood Farms and Eagle Creek Lavender.

**Karalee** will send out letters of notification to the two new OLA Honorary Members; Cheryl Wilson and Nancy Miller in September.

**Next OLA Board Meeting will be held September 13th at 7:30 PM**

Minutes submitted by Karalee Mitro, OLA Secretary, and edited by Chris Mulder

