

Oregon Lavender Association Board Meeting Minutes
Tuesday July 19, 2016, 7:30-9:00 PM

Members Present: Chris Mulder, Michael Lemmers, Bonnie Rinaldi, Karalee Mitro, Marilyn Kosel, Gene Schmidt and Dan Callen

Members Absent: Carol Tannenbaum and Steve Seymour

Board Meeting Minutes for June 14, 2016: Bonnie made a motion to approve the minutes as written and Michael seconded the motion. The board voted unanimously to approve the minutes as written.

Festival/Farm Tour Experiences: Marilyn reported strong numbers in attendance both days at the Willamette Valley Lavender Festival and Wayward Winds Lavender Farm. Michael reported low numbers at his farm and attributed that to the way his listing was worded in the Destinations Guide. Chris reported good numbers for three days at her farm (Saturday was busiest day), but perhaps not as many as in previous years. Bonnie reported that the Southern Oregon Lavender Festival in June was up in attendance by at least 40%, compared to last year. During the Farm Tour weekend in S. Oregon, it was not quite as busy which Bonnie thinks was possibly due to the cooler, rainy weather. Bonnie also believes that the media exposure in her area is primarily focused on the farms working together on the Southern Oregon Lavender Trail. There is not as much media focus on promoting their individual farms. Carol reported to Chris that even though the weather was a bit cooler and they had rain, she had a good turnout at her farm.

Membership Update/New Members: Bonnie reported one new member, Greg Oberlin. OLA membership total: **79 Promote: 24 Grow: 23 Relax: 32**

Nominations for Honorary Membership: Chris nominated Nancy Miller and Cheryl Wilson for Honorary Membership. Marilyn seconded the nomination. The board voted unanimously to approve the nominations and Karalee will send notification letters out to each of them.

Information for Member email updates in July/August:

Chris asked the board about whether or not to add a new Constant Contact product called Mobile Responsive Email. After a brief discussion, the board decided that it is not necessary to add something new at this time. Michael has only received three "Bud Break Data" forms but the board agreed that more time should be given for members to return the forms as there are still lavender varieties coming into bloom. **Bonnie will send a reminder email for members to submit the Bud Break Data forms as they are completed.** Marilyn and Bonnie would like an email to go out to members informing them that there is now a new honey supplier. The honey is good quality and seems to have no issues, such as crystallization. Bonnie suggested that members should report honey problems directly to Marilyn. Marilyn agreed to that and suggested offering education about honey to the membership in the future.

Agenda for August Membership meeting discussion: Gene would like to begin the meeting at his farm at 10:00 AM on Saturday August 27th. He will give a brief education piece and allow members to tour his farm. He suggested a potluck lunch to follow at the commercial kitchen location. Gene confirmed that Busy Chef Commercial Kitchen will be giving an educational segment after lunch, during the afternoon portion of the meeting. Bonnie would like to have time during the meeting to discuss topics for the member survey. It was decided to wait until the October membership meeting to announce the two new honorary members. Chris would like time set aside during the festival wrap up discussion to address certain issues that arose at two members' farms.

Bonnie will send all members emails regarding:

- a reminder to continue to send in their **Bud Break Data forms**
- the details about the **OLA Quarterly Meeting scheduled for August 27th**
- a request for the return of road signs
- a reminder to distribute **OLA Destination Guides or return them to Chris.**

Financial Update: Michael reported that the balance is close to \$100 ahead. Karalee reported eight entries for the Photo Contest accounted for, (Bonnie counts nine.) The deadline is not until August 1st and it is believed that more entries will be coming in.

OLA Product Inventory Update: Chris reported that OLA currently has:
60 Tote Bags, **23** cases of Marionberry Jam and **100** Chocolate Bars.

Marketing Report/Update: Dan reported that he used a tool to compare the OLA website with others. He does not have the July data yet, but he reported on the June data. According to his report the OLA website had 11,000 visits in the month of June, which outweighed the Sequim site. The visits were primarily from mobile devices and he recommended that we look into making the site more mobile ready in the future. His report revealed 41% traffic from desktops and 59% from mobile devices. The OLA site had the best score for monthly visits. Average visit time is 1.5 minutes which can be improved to enhance the website. Dan's question: How are people getting to the site? Dan did not see the term "**Farm Tour**" anywhere in the data. No traffic was reported from Travel Portland or Travel Oregon. He will be looking into that further.

Amy reported Facebook statistics for June through July 18: 174 new page likes for a total 4,004. 29 posts reached 13,449 people. 1,759 post clicks and 1,039 comments, likes or shares of our posts. The OLA Public Newsletter was sent to 609 people.

Chris mentioned that Amy would like to begin work on the 2017 Destinations Guide. Dan suggested asking the membership what they would like to see in the next Guide, by sending out a shorter Member Survey about the Guide, before the membership meeting. **Dan and will create a list of suitable questions regarding the Guide for the survey and send them to Bonnie by next week.**

Photo Contest Update: Karalee reported that 8 photo contest entries have been submitted and paid for. In order to break even, at least 10 paid entries are needed. Marilyn believes that more entries will come in closer to the deadline, August 1.

Website Update: Discussion was postponed until the next board meeting. We would like to receive more feedback about using the website and some statistics.

Farm Tour/Festival/Event Issues/Problems: Dan reported hosting between 3000-5000 people at his festival on Saturday. 50% of his traffic was from Facebook. His fields were picked clean and they had to close for Sunday. He has received very good feedback and people voiced that they had a good time. Chris reported some of the issues that Eagle Creek Lavender has had with Clackamas County and another lavender farm (not an OLA member) close to them.

The next OLA Board Meeting is scheduled for August 16, 7:30-9:00 PM

Minutes submitted by Karalee Mitro, OLA Secretary Edited by Chris Mulder