

**Oregon Lavender Association Board Meeting Minutes**  
**Tuesday June 14, 2016, 7:00-8:00 PM**

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

**Members Absent:** Steve Seymour

**Board Meeting Minutes May 10, 2016:** A motion was made by Carol to approve the May 2016 minutes as written. Michael seconded the motion. The board voted unanimously to approve the minutes as written.

**Membership Update/New Members:** Bonnie reported **24 Promote, 22 Grow and 31 Relax with Members**. This includes one new member, Twin Oaks Nurseries in Hillsboro. They attended the OLA membership meeting as a guest.

**Information for Member email updates in June/July:** Bonnie will send email reminders to OLA members regarding the items listed below.

- 1) **A reminder to order OLA products and pick up road signs.**
- 2) **A note to ask members to continue to record and submit their Bud Break Data.**
- 3) **A Save the Date/Agenda for OLA Quarterly Meeting on August 27<sup>th</sup> with meeting details.** Information included in reminder email: Meeting will start at 10:00 AM with Gene's presentation on pruning. Gene reported that the commercial kitchen segment of the meeting would be held between 11:30-12:00, after which a taco bar lunch and lavender scones will be served. Gene suggested that members bring a folding chair, if they are coming to their farm, and a salad or dessert to share for the potluck lunch at the commercial kitchen.

**Financial Update:** Michael reported that the balance reflects approximately \$3500 in the negative for the year so far, which is not as bad as he had expected. Numbers will be looked at more closely as it gets closer to membership update time this fall.

**OLA Product Inventory Update:** OLA currently has **60** tote bags, **27** cases of jam and **100** chocolate bars. Marilyn reported that all sales have gone through OLA, and at this point, nothing is pending. Regarding the OLA honey that crystallized, several members reported different ways that they stored and de-crystallized their honey, and the results. Some reported a favorable result, while others did not have a good result. Marilyn offered to replace any honey that did not de-crystallize. Marilyn will send a list of names of the members that purchased honey to Bonnie so she can let them know about Marilyn offer.

## **Marketing Update:**

**Destination Guides** - Dan reported that the 2016 guides are getting great reviews according to the service that distributes them in area hotels. Dan reported, according to external analysis, the new OLA website is receiving an increase in new visits. The average visit duration is about 46 seconds. His hope is that the average visit expands to at least three minutes. On average, 1.8 pages are viewed per visit. He would like to see an average of 3 or 4 pages per visit. Current bounce rate is 30% which means that OLA customers are finding the correct website for OLA a high percentage of the time.

**Destination Guides** – There are 7 boxes left. Chris reported that it is costing OLA more this year to send the Guides to Travel Oregon visitor center locations and to other places that request them. This is something to keep in mind, when shipping out requested Guides in the future. Bonnie recommended using USPS Media Mail to lower shipping costs.

**OLA Facebook** - per Amy's report:

34 new page likes  
16 posts  
12,938 total reach  
830 post clicks  
728 likes, comments or shares

**OLA Monthly E-Newsletter Distribution:** There are now 612 people are receiving the OLA monthly newsletter, and the number of requests seems to be growing each month.

**Marketing Needs?** - Dan will create a report for next month's board meeting.

**Media Coverage?** - Board members did not report any requests for media coverage at this time.

**Photo Contest Update:** Karalee reported that flyers have been printed, advertising the photo contest and are being distributed to photography stores. She also requested that a second note be sent to OLA members in the next set of emails to request photo contest promotion on individual websites. Greg Harestad has agreed to judge the photo contest. Karalee will contact Laurel about submitted photographs being available for viewing on the new website so that the public can choose a "People's Choice" photograph.

**OLA Email requests from the public update:** Karalee reported that the majority of recent emails have included inquiries about which farms are open and the dates of events. They have been directed to the OLA website, as well as given a few specific farm event details pertaining to their request.

### **Website Update:**

**Calendar of Events:** Bonnie reported that there are still several issues with the calendar that are making the events a bit unclear to the general public. The system for submitting **Events** is very successful, but the system for finding **Events** is not working as was hoped for. Laurel could work on this but it would be at additional cost to OLA.

After brief discussion, the board's opinion was to ask Laurel if there are some examples from other sites that OLA could leverage and possibly add to our website, and/or ask Laurel to provide a quote for her time to redesign the event section.

**August Membership Meeting Agenda/Update:** Bonnie will send out information regarding the August membership meeting in July.

**Membership Survey in August?** Bonnie reported that she would send out a survey after the August membership meeting and have it ready for viewing by the October membership meeting.

**Bud Break Stats for August-October?** – Probably the stats will be reported at the October meeting. It was also discussed and suggested that a bit more detailed information be displayed on the website with regard to the different lavender varieties and the different bloom times based on variety and location. Chris suggested that individual members' websites could give updates about their own lavender bloom times so that the public is more aware of where and when the lavender is actually blooming. **Michael will update the OLA website/Farm Tour page regarding the early bloom time this year.**

**Other business for June-August?** - none was reported

**The next OLA Board Meeting is scheduled for July 19, 2016, 7:30-9:00 PM**

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