

Oregon Lavender Association Board Meeting Minutes
Tuesday, October 18, 2016 – 7:00-8:30 PM

Members present: Chris Mulder, Carol Tannenbaum, Michael Lemmers, Bonnie Rinaldi, Karalee Mitro, Gene Schmidt, Marilyn Kosel and guest, Nicole Callen.

Members absent: Dan Callen and Steve Seymour

Board Meeting Minutes for October 4, 2016 – No recorded minutes were taken.
Only four members attended – Bonnie Rinaldi, Dan Callen, Michael Lemmers, Chris Mulder

Board Positions/Final Ballot: Chris reported that she has mailed ballots to all members for their votes for the new open board positions.

Social Media Coordinator position:

Chris and Nicole agreed that the social media position does not need to be a board position. After a brief discussion, the board agreed, that it would be important for Nicole to be present at the board meetings for communication purposes, but not necessary for her to be a member of the board. We will try this for now, but the issue may be revisited later in the year. Nicole presented an overview of her proposed goals for the OLA social media marketing plan and the role of a coordinator. She will continue Amy's practice of posting on Facebook. Nicole will post once a week during the off season and add more posts per week during the lavender season. She plans to introduce Instagram into the plan. Discussion will continue about a job description for the new position.

Karalee asked if it would be useful to use the OLA Twitter account. Nicole will look into it, but it was suggested not to use Twitter at this time. Nicole is willing to help members with setting up a page on Facebook, probably in a workshop setting.

Nicole *will not* be responsible for the OLA Public Newsletter. **We need to find someone to volunteer to do the job.** Chris reported that there are currently **769 subscribers** that receive this e-newsletter.

Michael mentioned that we also need to ask if there are the members willing to **help with the OLA website** and keep it refreshed, updated and active.

Chris will have **sign-up sheets for specific jobs** that members can volunteer for, at the membership meeting.

Nicole and Marilyn offered to count and tally the ballots at the October membership meeting.

Financial Update: Michael confirmed that there are currently **25 paid Promote with Us members.** Marilyn reported OLA should hear from the **Willamette Valley Lavender Festival** by early November about whether or not OLA will receive \$950.00, the amount requested, (or smaller amount). Michael stated that there will need to be another jam order made which will total approximately \$3000.00, and possibly another chocolate bar order next year. No other large bills are expected until next spring, when OLA will be billed for insurance and Travel Oregon membership.

Membership Update: Bonnie reported a total **80** members:
25 Promote with Us, **23** Grow with Us, **32** Relax with Us.

OLA Products Inventory: Chris reported that OLA currently has **5 cases of jam, 26 chocolate bars, 57 tote bags and 250 OLD Guides.**

Membership Survey Results: Bonnie reported that many members that are renewing their membership are viewing the new website and seem to be very pleased with how it looks and works.

Marketing Update: The board discussed Dan's updated, proposed options for the 2017 OLD Guide. After discussing the pro's and con's of the various "bloom" times that occur at different farms throughout the state, and the issues that result; the board agreed to continue to use the term **Statewide Oregon Lavender Farm Tour** in the marketing materials and continue to follow Dan's suggestion to market OLA, by using the established phrase, *Lavender Destinations*.

Bonnie made a motion to use Dan's option #1 for the 2017 OLD Guide.

This would reduce the size of the Guide to 16 pages, but have the same amount printed, 30k copies.

Carol seconded the motion. The board voted unanimously to approve the motion.

Bonnie made a motion that approximately \$2500.00 be set aside for additional website improvements.

Carol seconded the motion. The board voted unanimously to approve the motion.

A discussion was held about whether or not to continue sending a monthly **OLA Public Newsletter**. The board agreed that it is important, and that a newsletter should be sent at least quarterly, but would be best, if it were sent monthly.

Information for member email updates in October:

Reminder: Location, directions, brief agenda for the October 23rd Membership Meeting.

Reminder: To vote and mail in ballots before October 21st or bring ballots to the meeting.

Reminder: Members that will be featured in the 2017 OLD Guide need to update/correct their information on the OLA website and their information for the 2017 OLD Guide.

Reminder: To be sent to all **Promote** and **Grow** members - add their events to the **OLA Events** page on the website.

Instructions will be sent to Promote with Us members to update their farm descriptions for the 2017 Guide. (pdf version?)

Michael will send the OLA Brief after the October membership meeting.

Needs for membership meeting: Dan will bring needed AV equipment and provide the photo choices to be voted on for the 2017 OLD Guide. Chris and Marilyn will bring products for sampling.

Nicole and John will bring phones so that members can pay for product orders.

Various board members will bring refreshments and help set up the meeting venue at 1:00 PM, and then help pick up at 5:00 PM, after the meeting.

Agenda for October 23rd membership meeting: The board reviewed Chris' proposed agenda and agreed to the content.

The next OLA Board Meeting is scheduled for Tuesday, November 1st, 7:00-9:00 PM

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

