

Oregon Lavender Association Board Meeting Minutes Tuesday, September 13, 2016, 7:30-9:20 PM

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

August 2016 Board Meeting Minutes: Carol moved to approve the minutes as written and Bonnie seconded the motion. The board voted unanimously to approve the August minutes, as written.

Membership Update/New Members: Bonnie reported a total of **85** members: **24** Promote with Us, **24** Grow with Us and **37** Relax with us members. This includes **3 new members** since last month.

Membership Survey Questions/Deadline: Carol would like to add a question regarding agritourism to the next survey. **Carol will construct a question regarding members' interest in agritourism and forward to Bonnie.** There was a discussion about using the term "Farm Tour" or "Festival". Marilyn and Michael suggested using the term "Lavender Festival(s)". Dan reiterated that we should be using "lavender destinations" for our branding. Michael suggested asking the membership, "What/how would YOU (as a member) suggest using OLA marketing, ideas, etc.?" Bonnie thinks the survey should be short and simply ask members if there is anything else they would like to see that hasn't been presented yet. Major topic: How can OLA tap into the **Wedding Industry?** After a brief discussion, the board decided it would be very beneficial to add a category on the website for weddings. **Dan's question for the member survey is: What markets would you like OLA to help you get into?**

Website Update: Dan reported that he feels the greatest priority for the OLA website is to improve the content and make the content easier for viewers to find quickly. Dan suggested asking members to update their services and product inventory on the OLA website more frequently. Karalee asked if there would be time at the October membership meeting to offer another website tutorial. **Bonnie** agreed to put a tutorial together for the meeting.

Information for member email updates in Sept/Oct:

- **Reminder to pay dues** for Promote members, including a list of Promote and Grow Membership Benefits (which would be helpful, as members would be shown how many people are being driven to their website.)
- **Reminder to turn in answers** to the **Survey** and the **Bud Break Data** form.
- **Save the Date** for the **October Membership Meeting/Brief Agenda.**
- **Use of OLA website and Facebook** for the **Promote and Grow member events for the rest the year.**
- **Use of website/members' area for offering services/products to members.**
- **Reminder to order products/renew membership ONLINE!**

Financial Update: Michael pointed out that membership dues are coming in and he will take care of getting them posted correctly into the next fiscal year. Michael is preparing to close the books for this fiscal year at the end of September.

OLA Product Inventory Update: Chris shared John Melville's report. OLA currently has **57** Tote Bags, **12** cases of Jam, **100** Chocolate bars, and various Collectors/Growing Tips cards and postcards. Marilyn said a few more orders for honey have come in . Chris said that some members are having trouble ordering products online.

Marketing Report/Update: Dan had questions for the board: Do we want to continue to print 30,000 copies of the OLD Guide? Are all Promote with Us members distributing their copies? Dan estimated a savings of \$1000 if just one page was eliminated from the OLD Guide. Dan suggested asking the members what percentage of the OLA marketing budget should go to the website and to the new OLD Guide. Dan will create a report to show several options regarding the OLD Guide and send them to the board for review and discussion at the October 4th board meeting. The board will not be able to vote on a marketing budget until the Promote with Us dues are paid.

Photo Contest Update/People's Choice Winner: Karalee has sent out all contest winners' awards and thank you letters and has send letters and gift cards to thank the judges. The contest winners' photos have been added to the website. **Marilyn will help Karalee with the watermarking process for all contest winning photos.**

October Membership Meeting Agenda Update: **Steve Seymour** will present a 30 minute education piece on legal issues to consider for agritourism events. A Travel Oregon representative will present Travel Oregon's program for 30 minutes.

Bonnie will give a short tutorial on how to use the online product ordering system and how to post an event on the OLA website.

Michael will present the 2016 bud break information (10 minutes), and a financial report.

Dan will present information about the OLA Guide and website.

Chris will mail out ballots to all members for the open OLA Board positions and announce the results at the meeting, after all the votes are tallied. Sign-up sheets for volunteers will be out and a request will be made for more volunteers. Chris will also announce the two new OLA honorary members.

Other Business/Announcements: New board members will be needed to fill the positions of **Vice President, Secretary, Membership Chair** and **3 Members at Large**. Dan suggested adding a **Social Media Chair**, as another board position. This will be discussed next month.

Marilyn told the board about the Willamette Valley Lavender Festival and their volunteer hour funding program. **Carol made a motion that we request funds from WVLV to help with the OLA website improvements and Chris seconded the motion. The board voted unanimously to approve. Dan and Marilyn** will work on the wording for the request.

The next OLA Board Meeting is scheduled for Tuesday, October 4th, 7:00 PM.
(It is likely that we will need to have a **short, second board meeting on October 18,**
before the membership meeting, to vote on a marketing plan after we know how many
Promote with Us members have paid their dues and we receive results/answers from the
membership survey).

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