

Oregon Lavender Association
Board of Directors Conference Call Notes
February 5, 2009

Full conference call is available for download or to listen online at:

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Members present: Chris Mulder, Donna Delikat, Dale Harris, Tom Minnaert

Meeting called to order at 7:06 pm

I. Memberships

A. Have received or can invoice for 16 memberships

B. Mountainside, Stonegate & Wild Rain have been called and will send checks. Parrott Creek status unknown.

C. Blue Heron and Bishop House are being called by Nancy

D. 21-22 locations current stating they will participate in the festival

E. Latitudes & Lavender Thyme would make 24 if they participate

F. Oregon Lavender Farm, Jim Dierking, is participating

1. Oregon Lavender Farm proposal

a) Will have approx 15 acres of buena vista lavender at festival time this year, with distillation demonstrations

b) Interested in participating in the OLF

c) Interested in knowing if OLF would be willing to promote their Clackamas County event as an opening event?

d) Is encouraged because brochure is a year round publication

G. Need to be clear that this is a league of businesses, and we do not promote any one farm over any other

H. New OLA members – currently at 6

1. Jessica Ring

a) Makes jewelry with perfumes

b) Will be vendor at Artisan Fair

c) Has plants at parent's farm – not open to the public

d) Has plans to plant in another location for festival participation in the future

I. Fruit Loop lost 3 participants this year which is the first year that they have had participants not renew.

J. Artisan Fair status

1. In 2008 the BoD agreed to include the Yamhill Artisan Fair under the OLA umbrella organization. Since that time, two attorneys and CPA have advised against this partnership due to the difficulties with bookkeeping and federal tax returns. Need Board action to remove from under OLA umbrella.

- a) Moved - Chris Mulder / Seconded Donna D - That the Artisan Fair be removed from under the OLA umbrella and pay the same fees as any other member
- b) Carried

II. Budget

A. Money received so far

- 1. Deposited \$3200, 2/5/09
- 2. Have additional 6 checks to deposit
- 3. Total after all deposited is \$6100
- 4. Does not include 6 farms on the fence (\$1800)
- 5. Projected Total \$7900 - \$8000

B. Main Expenses

- 1. Legal fees
 - a) Non-profit filing quoted in Jan 2008 - \$3000-\$5000
- 2. Graphic Artist fees
- 3. Web site
 - a) OLF web site is pro bono / donation
 - b) Initial OLA web site development cost was \$1800.
 - c) Terms were half (\$900) payable in 2008 and half in 2009
 - (1) *No board vote needed to make second installment payment as this was approved in 2008*
 - (2) *Make balance due payment*
 - d) **Action: Cheryl to submit quote for maintenance costs**
 - (1) *To include a certain number of hours / month or year*
- 4. Insurance
 - a) BoD liability insurance coverage
 - (1) *Requesting quote from Majestic Eagle brokerage for BoD liability insurance*
 - (2) **Action: Donna to send in forms for BoD liability coverage**
 - b) Need to look into umbrella liability coverage for OLA
 - c) OLF participants need to list OLA as additionally insured
 - (1) *Resource for members looking for u-pick / farm insurance is Pacific Benefits group - (800) 588-8688*
 - (a) Colleen Byers, Agent
cbyers@pbcins.com
 - (2) *Dale pays \$500 for \$2M coverage including product liability*
 - (3) **Action: Dale to call Colleen Byers again for input**
 - (4) *Tom pays \$225 for general liability for u-pick*
- 5. Accounting Software
 - a) Post mtg note: QuickBooks for Non-Profits is \$329 at Fry's
- 6. Printing costs
- 7. Tax Preparation
 - a) Shall we pay a tax preparer to do the taxes for OLA?
 - (1) **Action: Donna to call Marion Pekola to see what she would charge and/or see if she would review what we prepare**

III. Banking / appropriations

A. *Key Bank will not police 2 signatures*

1. Organization is responsible implementing internal controls
2. Bank statements include a check image
3. Board to review bank transactions transpired since last meeting at every face-to-face meeting

B. *Appropriate \$1000 for rack card printing*

1. Moved – Tom M / Chris M seconded
2. Carried

C. *Appropriate \$60 for Travel Oregon distribution of rack cards*

1. Moved – Chris M / Donna D seconded
2. Carried

D. *Appropriate up to \$200 to purchase recorder for meetings*

1. Moved – Chris M / Dale seconded
2. Carried

IV. General Meetings

A. *Keep to a regular, quarterly, schedule*

1. Oct (membership renewal), Jan, April, July (post festival review)

B. *Proposed next General Meeting be April 10, 2009*

C. *July / October meetings could be held at various farms*

D. *Schedule 6:30pm-7:00pm for meet & greet then 7 pm business meeting start time*

E. *Education Committee (Sarah Bader & Chris Mulder)*

1. Would like to do a program on Spanish lavender at next General Meeting
2. Solicit future topics from members

V. Publications

A. *Brochures*

1. Marketing committee advises we should get them out as soon as possible. April 1 target.
2. Claudia Mederos (graphic designer) attended last meeting
3. Chose painting with red poppies in front of lavender by student of Susan Day
4. Keeping with focus of making it perennial without dates and/or number of participants unless it can be worded in general terms
5. Chris Mulder re-worked piece on what the whole brochure “is” with a play on the “Oregon Lavender Trail”
 - a) Includes description of what is available seasonally
6. Farms are limited to amount of text included in brochure. (Fruit Loop is limited to 75 words.)
7. Large map of Oregon in center showing area covered with smaller maps for each area showing co-located destinations
8. April general meeting agenda would include rack card distribution and brochure final draft.
9. Goal would be to get brochure set-up consistent to minimize design work each year for future years

10. Need to determine maximum \$ amount to spend on design work to contain costs. 2008 was \$55/hr less 20% non-profit discount for \$44/hour. Total cost in 2008 was \$1144.

11. Goal is to at least cover design work costs with ads sold

12. Get a bid from Eagle Web Press for comparison with New Seasons pricing

13. Seasonal Fruit Loop prints 100,000 maps for approx \$30-\$32K and majority is covered by ads sold

14. Encourage input from past experiences

15. Include something regarding Lavender Wedding Destinations

16. Educate members on who, within the membership, does what so each member can make informed referrals

17. Action: Donna to mock up grid of what each OLA member offers (see last page)

B. Rack Cards

1. As we distribute the cards and brochures, we need to provide holders so that they are not thrown on the counters and/or lost.

2. Pop-up brochure holders at SHIBA (Donna's work) are purple and store flat.

a) Action: Donna will inquire as to where they were purchased

3. Rosie Veatch is on M&A Committee and is tasked with keeping locations updated with cards & brochures

4. Need to consider placing at our advertisers as well

C. Culinary Committee

1. 3 committee members out of 11 are scheduled to attend 2/13/09 meeting

2. Will proceed with cookbook idea; will most likely not be finished before festival

3. Action: Request all members send Chris something for the book; recipes, tips on growing, etc.

D. Other books

1. Sara has been approached by Timber Press to write a book on Oregon Lavender

2. Chris is interested in collaborating on other books

a) History of lavender in Oregon since we have many lavender pioneers among our members

b) Could spin off smaller books such as Oregon Lavender Weddings book, Oregon Lavender Tea book rather than chapters in a larger book

c) No ideas yet on size or cost

d) Spiral or comb

3. Action: Chris to get quote from Eagle Web Press

a) Kim Sanders – 503-393-7980

VI. New Seasons

A. Initiated email & phone call but no response as yet

B. Action: Donna will send out request on MeetingWizard to discuss brochure / marketing collaboration

- VII. Bylaws
 - A. *Reviewed Input from attorney, Steve Seymour*
 - B. *Discussion of recommendation of association without members*
 - 1. Fruit Loop has a steering committee rather than a board
 - 2. Need to ask Steve for clarification
 - C. *We need to do whatever it is to be a correct non-profit*
 - 1. What would it cost for Steve's firm to set up non-profit?
 - a) **Action: Donna to inquire what Steve's firm would charge**
 - b) Will he accept payment terms?
 - c) Offer free advertising at member value?
 - D. *Goal is to have all Non-Profit filings in order by April mtg*
- VIII. Porta Potties
 - A. *Are ADA porta potties required?*
 - 1. As per Dale Harris, handicapped portable restrooms are only required if you serve food. Pre-packaged food opened by the buyer does not apply. Food served unpackaged and consumed onsite.
 - B. *Porta potty bids*
 - 1. United Site Rentals - \$75 / unit
 - 2. No other bids received so far.

Meeting adjourned at 9:18 PM

Action Items:

- II(B)(3)(d) – Cheryl submit OLA web site maintenance cost quote
- II(B)(4)(a)(2) – Donna to submit application for BoD liability insurance quote
- II(B)(4)(c)(3)(a) – Dale to call Colleen Byers for input on OLA insurance needs
- II(B)(7)(a)(1) – Donna to inquire with Marian Pekola on cost of preparing taxes, and/or reviewing preparation by OLA.
- V(B)(2)(a) – Donna to inquire where pop-up displays are purchased
- V(C)(3) – All – contribute to cookbook with recipes, growing tips, favorite uses, etc.
- V(D)(3) – Chris to get ballpark quote from Eagle Web Press for cookbook
- VI(B) – Donna to request meeting with New Seasons on festival collaboration
- VII(C)(1)(a) – Donna to inquire on cost of Non-profit filing through Seymour firm

