

Oregon Lavender Association  
Board of Directors Conference Call Minutes  
February 26, 2009

Members present: Chris Mulder, Donna Delikat, Tom Minnaert

Meeting called to order at 7:02 pm

- Member level benefits - what do members get on web, on rack card, in brochure?
  - Discussed what information was provided at the Jan 16, 2009 General Membership meeting and what was/is included in the new membership packets, especially with regard to the Rack Cards. The board had hoped to review the recording of the General Meeting, but it was not audible at all. Cheryl passed around a sample rack card with the proviso that it was a mock up. Rosie Veatch has offered to call OLA members present to poll what their understanding was. On the OLA web site as of this BoD meeting date, the rack card listing is included as a Festival participation benefit; however the rack card was not specified in the membership packets available on Jan 16.
  - Conclusion: If we were ambiguous or unclear as to who was included on the rack card, we should apologize to Parrott Creek for any miscommunication; agree that we need to do a better job of disseminating information to the members and ask them how they would like us to make it right for them.
  - *Action: Donna communicate to Parrott Creek the BoD's discussion*
  - Discussed clearly defining the benefits each membership level provides as well as adding an additional \$50 membership level for "Lavender Lovers" who may not want to be listed in any publications and/or promotions, such as Master Gardeners, students, and potential lavender business owners.
  - **Chris M moved that "we have a "Lavender Lovers" membership category at \$50 which allows people to join realizing that they will not have any other type of benefits other than a member of our association, attend meetings, group buying and the information they receive from us." Tom M seconded. Carried.**
  - *Action: Request Cheryl W (Membership Chair) look at this and make specific recommendations as to what each membership level includes, i.e. in the OLDestinations Brochure, ALL members have the opportunity to be listed in the 'chart' of offerings, and perhaps a listing on a full page directory of OLA members w/5-6 lines each, info TBD by each farm (such as name, address, web site, seasonal hours or location.). Suggest Festival weekend participants be grouped together on 'offerings' chart and OLA members be grouped together.*
  - *Tom moved that one page in the OLDestinations brochure be allocated to OLA Members for a 5-6 lines listing of their choice.*
- Membership Directory

- Discussion of creation of Membership Directory which includes information provided by members describing the areas in which they specialize for referral to each other, for example plants, oils, lotions, etc.
    - *Action: Donna to create first draft of directory and send to BoD for feedback*
- Oregon Lavender Destinations Brochure
  - Discussion of the layout of the Oregon Lavender Destinations brochure. Need clarity from the M&A Committee on tactic for having Festival Dates visible on front of the brochure while still keeping it perennial. Is the plan to still use date stickers?
    - *Action: Have M&A Committee give clear layout of OLD brochure.*
- Review Hood River Fruit Loop Participation Agreement
  - Can use as model as something to consider for OLF participation. Theirs includes:
    - Insurance requirement
    - Standard of conduct
    - Expectation of help when requested
  - Suggested that we refer to vote by the OLF participants.
    - *Action: Tom M to put together draft of similar document for OLF for discussion at next General Meeting in April.*
    - *Action: Add to agenda at next General Membership meeting.*
- Discussion of how to improve information dissemination to members.
  - Options include:
    - Looking for someone to do a newsletter
    - Sending out meeting minutes to all members
    - Sending out an email to the members letting them know when the various committee meeting minutes have posted
    - Quarterly General Membership meeting minutes should be sent to all members.
    - *Action: Add to agenda at next General membership meeting how the members would like to be kept informed.*
    - *Action: Put on our needs list a newsletter editor.*
- Reviewed proposed budget.
  - Factored 20 ads at \$100 each representing one ad procured by each participant (\$2000 income from advertisements)
  - Claudia Mederos, graphic designer, has offered a 30% discount this year, bringing her hourly rate to \$38.50 for brochure design & layout. She offered to reduce her rate to OLA in exchange for handling all billing. Need to find out if it is legal for us to do this.
  - Board of Directors insurance quotes
    - Initial quote from Majestic Eagle came in at \$1400 which includes BoD liability (\$900) and OLA umbrella liability (\$400) plus write service fee (\$100)
    - Two other agencies are in the process of providing quotes

- Brownstring Solutions has offered 2009 web maintenance without charge, but will track hours for use in estimating cost for 2010 budget. Need to back out the \$500 placeholder.
- Brochure estimate from Eagle Web Press was ~\$3,000 for 10,000 qty, 32-page color brochure, the same size as last year.
- Signage allowance of \$200 for new members plus getting signs back from non-participating members
  - *Action: Donna to send out email to request signs be returned from 2008 participants not participating in 2009 Festival*
- Culinary Committee meeting update
  - Chris gave summary of culinary committee meeting; see separate meeting notes
  - Would like to create a list of all culinary products currently being produced and/or offered by OLA members
    - *Action: Add to agenda at April Gen Membership meeting*
  - Suggested that OLA have a booth at the Artisan Fair in Yamhill where all OLA members can display their products and literature
    - *Action: Ask members that are not open during festival if they would staff a booth at next Gen Membership meeting*
  - Could offer to have culinary demonstration and/or OLA member lavender culinary product samples at New Seasons
    - *Action: Add to agenda for New Seasons meeting on Mar 4*
- Education Committee update
  - Educational component of next meeting will be on Spanish lavenders presented by Sarah Bader and Chris Mulder
- Recording Secretary
  - Recording secretary position for transcribing is still unfilled
  - Purchased a digital tape recorder for recording live meetings
  - Recording option on free conference calls is working well but does take quite a bit of time to transcribe
    - *Action: Tom to inquire further on organizations that may have a need for service internship fulfillment*
- Next General Membership meeting place
  - Good Samaritan meeting room is not available
    - *Action: Donna to check into Charbonneau meeting room*
  - PCC may be an option
  - St. Vincent Hospital may be an option
    - *Action: Chris to check into St. V's if Charbonneau not avail*
  - Churches may be an option (St. Francis of Assisi at Charbonneau)

Meeting adjourned at 9:48 pm.

Meeting minutes submitted by Donna Delikat, February 28, 2009