

Oregon Lavender Association Board Meeting Minutes
Tuesday, August 4, 2015, 7:30-9:00 PM

Members Present: Carol Tannenbaum, Michael Lemmers, Dan Callen, Bonnie Rinaldi, Marilyn Kossel, Amy Morris, Gene Schmidt and Karalee Mitro.

Members Absent: Chris Mulder and Melissa Van Hevelingen.

Oregon Lavender Farm Tour Experiences: Michael reported that he experienced less activity than usual, probably due to the early season. Marilyn reiterated the success of the new festival site in Newberg and the growth of the paint out contest, with nearly one hundred artists participating.

Additions or corrections to the July 14th Board meeting minutes: No changes reported.

Treasurer's Update: Michael reports very little change from last months figures. Michael is still not sure what the "automatic stripe deposit" is referring to on the bank statement. Bonnie looked up a description and found that Stripe is a mobile payment tool. It is unknown if this was approved previously. Michael will look into this further.

Membership Update: Bonnie reported one new member this month bringing the total membership to 75 members. OLA currently has 23 Relax with Us members, 24 Grow with Us members and 27 Promote with Us members, plus the Oregon Demonstration Garden. A maximum of three new members signed up after the Fall Lavender conference in October 2014. Bonnie also reported that the membership is slightly less than it was at this same time last year.

Marketing Update: Amy reported increased Facebook connections during the month of July. Amy also reported that we have had 128 new sign-ups for the public newsletter, bringing the total number of subscribers to 384. Amy reported that we are almost out of OLD Guides. Bonnie and Marilyn have some and will deliver them to the August General Membership meeting for distributing to those who need them.

OLA Product Update: Marilyn reported that orders for soap, honey and chocolate sauce are continuing to come in but at a slower rate. She reiterated that the Lavender Honey is available at any time. A new bulk order for Lavender Marionberry Jam was ordered by Chris. Carol suggested putting a reminder in the next newsletter to OLA members reminding them of the OLA branded products that are still available for purchase. If the new order of Lavender Marionberry Preserves is ready for pick up prior to the August General Membership meeting; Marilyn offered to pick it up and bring it to the meeting. Michael stated that an invoice could be sent to him for payment.

Per Carol's request: Marilyn will contact Chris via email about the readiness of the jam and if it should be picked up by Marilyn for delivery to the August General Membership meeting.

August General Membership Meeting: Michael reported that the venue of the upcoming General Membership Meeting is outside and that good weather is hoped for. The time is 11:30-12:00 for networking. The hosts at Oregon Lavender Garden/Liberty Natural Products are specific that the meeting be ended no later than 3:00 PM. There will be an education portion that will be presented by Liberty Natural about lavender essential oil and a tour of the facility.

Additional agenda items will include Michael's financial report, a membership update and a recap of member's farm tour experience.

Michael brought up the idea of adding a products page to the OLD website that is more specific to individual farms. Bonnie would like to ask members what they would like to have available on the site. Carol suggested that a board member lead a discussion regarding the use of the OLD website and asking members what they would like to see. Michael suggested that Bonnie take responsibility for that as she is the most familiar with the website. At the time of the board meeting, Bonnie was not sure if she would be able to attend the August meeting. Due to the time frame restrictions of the August meeting, Amy suggested providing members with a handout explaining the OLA website instead of having an actual discussion.

Agenda: It was decided mutually by the board members to present the business items first, followed by the education portion, a farm tour recap and close the meeting with the tour. Michael suggested scheduling the tour at 2:15 so that the meeting can end promptly at 3:00PM.

Carol will put together an agenda in the next few days and get it out to the board members.

Email Newsletter: The agenda for the August General Membership meeting needs to be sent to members by August 14th, 2015. Amy will send the email to members.

Membership Survey: Bonnie sent board members some ideas of survey questions and she would like more ideas from the board. Amy suggested sending at least four surveys per year and if done through Constant Contact the cost would be about \$10 per survey. Bonnie suggested starting the next survey with a list of the many changes that OLA has made this last year. Dan suggested adding marketing questions to the next survey. Bonnie will need any additional survey questions/topics by August 14th.

Bonnie also suggested that we create a board member position of "marketing coordinator". **Marilyn suggested that the topic of adding the new board position be discussed at the next board meeting.**

OLA Membership Dues: Marilyn's letter to the board about the current dues structure was discussed. Karalee supported the idea of increased benefits for mid-level members and believes that is the place to make an increase. Gene does not like the idea of Promote with Us dues going up to a \$500 mark and feels that others at that level will agree. Gene suggested creating another revenue generating method, such as a lavender cookbook,

instead of increasing the membership dues. Karalee asked about hosting a raffle next year during the festival event in Newberg. Marilyn reiterated thoughts on increasing mid level member's benefits and dues as a good solution. Amy suggested that the previous levels be revisited. Bonnie stated that we need to have the new dues in place before the September board meeting. Carol suggested that a sub committee be formed to decide these issues. **Bonnie, Amy, Marilyn and Karalee agreed to form sub committee to fine tune new dues structure. Bonnie will coordinate this subcommittee.**

OLA Growers Conference: Chris has reported vague information regarding Susan and Jack Harrington leading a marketing conference this coming fall. Bonnie suggested coordinating our general membership meeting time with a conference, but that we probably wouldn't have the time to fit in an OLA mini conference. **Carol suggested discussing the conference at the September meeting when we may have further information from the Harrington's.**

Action Items: 1.) Carol will put the agenda together for the OLA General Membership meeting scheduled for August 29th, 2015.

2.) Marilyn will attempt to contact Chris to determine if the jam is ready to be picked up and if it is she will find out if it is alright for Marilyn to pick the jam up and have it available for distribution at the August OLA General Membership meeting.

3.) The sub-committee consisting of Bonnie, Amy, Marilyn and Karalee will meet before the September OLA Board meeting to discuss restructuring membership dues.

4.) Board members will provide survey suggestions to Bonnie prior to August 14th.

5.) Additional board member positions will be discussed at the next OLA Board meeting.

The next OLA Board Meeting is scheduled for Tuesday, September 8th, 2015 at 7:00 PM

Minutes submitted by Karalee Mitro