

**Oregon Lavender Association board Meeting Minutes-Tuesday, December 2, 2014,
7:00-8:55 PM**

Members present: Chris Mulder, Bonnie Rinaldi, Karalee Mitro, Michael Lemmers, Melissa Van Hevelingen, Andy Van Hevelingen, Carol Tannenbaum, Amy Morris, and Marilyn Kosel.

Members absent: Gene Schmidt and Donna Delikat

Chris went over previous issues with teleconference and stated the rules regarding background noise while in the teleconference.

Membership update: 69

22 relax

20 grow

27 promote

Lengthy discussion followed with regard to a request from Barbs Dutchmill farm for an honorary membership in place of their previous membership for the coming year. This membership status was previously reserved for members that had a need to take some time off their regular membership due to various situations in their business.

Discussion followed regarding what we want to include. It was suggested that criteria be established to create an idea of what “honorary membership” means. It was also suggested that Donna Delikat be included in an honorary membership status. Melissa, Donna and Bonnie will help to coordinate a process to define “honorary membership”.

Marketing update: Amy gave the marketing update and suggested that different colors be used for different items in the new brochure such as: Seasonal icons, what farms are doing during festival in addition to their normal activities, etc. Also, how do we differentiate what’s available during festival vs. during the rest of the year? Amy discussed future features of the new guide; for instance, including a write-up featuring various members. She thinks it would be good to retain the items in the brochure that will keep it with the people; including items of added value such as recipes or growing tips. Amy offered an idea to feature farms that are helping out and we discussed what criteria to base that on. Also suggested was how Oregon has had pioneers in the lavender industry. We should be able to educate and inform the public about lavender as an industry. Amy asked if we should vote on adding the different colors. The plan is to explain the color coding on page one and then put it on every page. Amy will send board members a copy of mock up.

Amy suggested that we include in the new guide information regarding different bloom times and why we have different events besides just the festival time. Would like to include an article describing the different types of lavenders and farms and also add a disclaimer regarding weather and other factors with regard to bloom time. Should we include a history on the different types of lavender? Especially the Oregon lavenders? (Buena Vista for example?) Perhaps include in the article why these are most popular for

us, when you can expect bloom time, etc. How much space do we have to do this in the brochure? The article is probably going to be one column long...

It was decided that once Amy has the word count we will decide what to put into the article.

Also: Who should be allowed to advertise in the brochure? Six businesses currently want to advertise. Deadline is Dec 7th. It was suggested that Amy send another email about the deadline. Andy suggested we make a pitch to outside folks, but they should have to become members in order to place an advertisement in the brochure.

Amy will get feedback on what we want specifically in the brochure. Amy has a friend who has offered to edit the brochure for **free**. She has the qualification for it. Carol comments that she didn't like opening the brochure and seeing the ads where they were placed. The plan for this year for centerfold is to be used for the "events". Distribution deadline is Jan 19th for distribution on Feb 7th

Amy presented quotes for printing brochures. Two quotes were received and the difference between the two is \$165.

Saturday February 7th or Sunday February 8th is the next quarterly meeting. Question of where the brochures can be delivered? Michael offered to receive shipment and then host the meeting and dispense the brochures. Michael will check his calendar and will decide if meeting is on Sat or Sun.

Any feedback after reviewing brochure and any follow up should be reported to Amy. Bonnie has been very good at updating member listings. Chris is happy to be involved in final editing. Amy asks that any items (recipes, etc) to be included be sent to her. Amy's action item is to get information to the board (mock ups, events calendar listing, article-word count and size place for lavender in bloom.) and respond.

Last years proposed marketing budget was roughly 10-12K dollars.

This year's marketing budget is approx 13-14K dollars. Amy thinks we should include Travel Oregon for \$500

Amy's proposal is about \$8K plus \$500 for Travel Oregon

Questions for Amy:

How many guides did we print last year? 30,000. Same amount quoted this year. Amy will ask both printers to quote for 35,000 brochures.

Andy asks that Amy look at the OLA site and the website to review it at least once a month. Amy says she is happy to do that without charging an additional fee.

No other questions/comments for Amy. Amy left the meeting.

Amy's marketing proposal: Board agreed that we need an active Face book presence.

Michael asks what our annual income is. Yearly income is about break even with our marketing expenses. Where will the money come from? It was suggested that members pre-pay for items like jam. Another suggestion is to write a grant. Michael says brochures cost what they cost. Bonnie says Amy does a great job and it is a good deal for the association.

A vote was taken; all ayes, no opposed.

Chris will contact Amy and inform her that her proposal is accepted via email.

Treasure's report: Michael reports issues with opening Quicken. He has had problems with previous recordings. Michael reports that the approximate balance in the bank account is \$20,222.07. In November the bank balance was considerably higher than what the books recorded. Michael asked if there was a reserve account. There is one account for the cook-book but it does not have a balance as high as \$5000. If someone pays through PayPal Chris gets a notice...(like membership payments). Michael will continue to work on getting the balances corrected.

OLA Website Improvement

The General Maintenance fund is important; Board discussed the proposal from Mark at Broken String solutions. We still need to pay Mark for \$200 of work. CoHo.net has paid all along for our domain name. Some domain names are registered for Mark and some for OLA. It makes sense for Coho to continue to maintain our website (OLA is getting \$300 hosting for free.)

No decision made tonight but fairly soon we need to consider programming/maintenance of website and who should do that. Chris suggested to Bonnie that the first three items need to be addressed. Members need to take on the responsibility of getting their sites corrected and accurate (pending status until board member verifies/ok's)

Melissa states that we do need a budget for Michael to work with. We should not approve anything until we have good idea of what expenses are going to be coming up in 2015. No decisions were made tonight. Michael should have more info soon and then decisions could be made. Bonnie states that with the budget last year we broke even. She suggests that we dip into an available fund to continue good marketing and promotion. She also stated that many members do not know what they are getting out their membership. She suggested that a summary be given to each member of where/how the money was spent, etc.

Chris wrapped up meeting at 8:45PM. Everyone is to consider what was presented tonight and have answers by the next board meeting.

Product update:

No jam (we should order more when/if money available)

30 OLA bags

80 chocolate bars (out of 500)

Chocolate sauce in small batches from Marilyn would be good.

What about honey? Marilyn asked if we wanted it in same container. The price will go up slightly. This will be presented at the January board meeting. Marilyn will get prices for the January meeting and she says that they are happy to put on the OLA label. It was decided to table all discussion on products until a later date.

Chris asked us to be thinking about objectives for 2015. The next board meeting is scheduled for Jan 6th at 7PM.

Additional comments: Michael wonders if any other board members need to be on the OLA bank account besides Donna and Michael and Chris. Michael states that a letter is needed for the bank indicating that Donna is to be removed as a signer from the bank account. Bonnie states that there needs to be a resolution to this as soon as possible. Karalee will draft a letter stating who is on the current bank card and who is to be removed. Motion made to remove Donna, add Michael and retain Chris as signers on the bank account. Motion seconded and approved by all.

Meeting was adjourned at 8:55PM