

Oregon Lavender Association Board Meeting Minutes
Tuesday, December 8, 2015, 7:00 - 9:00 PM

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

Members Absent: Marilyn Kosel

Board Meeting Minutes November 3, 2015: (not currently submitted for review)

Membership Update/New Members: Bonnie reported a current total of 75 members, **24** Promote with Us, **26** Grow with Us and **25** Relax with Us

Financial Update: Michael reported a bank balance of approximately \$1900. Michael reported that several ads have been ordered for the Guide, totaling close to \$1400, but not all ads have been paid.

OLA 2016 General Budget Expectations: Michael explained the three contribution levels with a spread sheet and illustrated how funds are distributed based on membership levels. Because it is unknown at this time how many **Grow with Us** members will renew, it is not known how much revenue will be coming in, if/when those members renew. There is hope that there will be new members coming in at that level to make up the difference in revenue. Currently, the expected budget for 2016 shows that funds will be negative, if all listed items are paid. Carol asked if the 2016 OLD Guide expenses are greater than for the 2015 Guide. Michael verified that the cost for printing the new OLD Guides has risen. The bottom line is that OLA still needs to create more revenue avenues in order to remain solvent. Michael reassured the board that the OLA product sales remain a slight source of income and that OLA is not losing money from product sales.

Marketing update: Dan reported that the 2016 OLD Guide design is nearly complete. Dan is still searching for a printer for the new guide that will give a lower quote. A quote was received from Amy for an additional \$300 in 2016, to cover her design work for the new Guide. Chris pointed out that Amy is publishing the monthly public email newsletter at no cost to OLA. She also said that Amy did not charge OLA for the last few months of Facebook posts. Chris stated that \$900 was estimated for Amy to make two Facebook posts per week (\$50/month). Amy reported a slower month in November with regard to Facebook statistics. The public newsletter distribution has increased in membership. The board needs to decide if the Facebook posts should be decreased to less per week in the slower months. Amy will continue to publish the monthly newsletter at no charge to OLA for 2016.

Amy is currently updating the farm listings for the Guide but has not received updated information from all farms. Amy is also waiting for more farms to submit their information for their ads in the Guide.

Dan reported that past OLA member farms were contacted about joining OLA again. At this time, none of the old member that were contacted have joined.

Marketing Budget 3 Year Plan: Dan explained how the Marketing Committee created three marketing options, (A, B and C), as outlined and submitted by the OLA Marketing Committee) for Board consideration over the next three years. Chris suggested reviewing the website construction estimates prior to making a decision. Michael stated that no estimates are available yet and he believes that it doesn't effect this year. A brief discussion followed, with several comments suggesting that the OLD Guide could be cut back somewhat to reduce costs.

Bonnie suggested spending time with Amy over the next year regarding redesigning the guide, as the 2016 OLD Guide design has already been determined. Bonnie brought up Travel Oregon and the amount of guides they rely on each year. (We were short on Guides for 2015). Dan has requested that print vendors give him some options for decreasing the cost of the guides, but and has not received any responses yet. Dan reiterated that the idea is to continue to add value to the membership and provide a good product. In 2016, Bonnie would like an estimated cost on a reduced number of printed guides for the year 2017.

Carol made a motion that Option A “Invest and Low Risk” be chosen, Karalee seconded the motion; a unanimous vote was made by the board to accept Option A.

Website Rebuild/Recommendations: Bonnie reported on the findings regarding the website estimates/quotes provided by Mark, Seven Oakes Design, Jason Lewis, Lewis Design and Laurel Briggs, Creative Marketing & Design. Bonnie reported that the website committee suggests choosing Laurel's proposal which was for \$6500.

Michael made a motion that the board vote to accept Laurel Briggs' proposal for the OLA website redevelopment. The motion was seconded by Carol and the board voted unanimously to accept Laurel's proposal. Bonnie will contact all three web designers, and Laurel to let her know the board's decision. She will also contact Mark about what he can provide to make the transition.

Other decisions: Bonnie suggested that Facebook posts be decreased during the slower months. **Bonnie made a motion that Facebook posts be limited to one post per week, for 8 months (September-April), and three posts per week for 4 months (May-August, which includes posting everyday, 30 days prior to the Farm Tour). This motion was seconded by Chris. The board voted unanimously to the above motion.** Chris will inform Amy about this decision.

OLA Product Committee Update: Chris reported an OLA product inventory of: **65** cases of Marionberry Lavender jam, **50** Lavender Chocolate bars, **0** tote bags and **56** *Lavender Festival Tour* road signs that Chris is storing. Some farms did not return the road signs that they used this year. There was discussion about whether or not to order signs that say “Lavender Farm Tour”. **It was agreed by the board that OLA should continue to use the same road signs and not order new ones for 2016.**

2016 OLA Culinary Seminar Plans: Michael reported about the proposed plan to have a one day culinary seminar in April 2016. This will probably be held at Ravencroft in order to eliminate a site cost. There would be a charge for this event, with a discount to OLA members. It would be marketed to OLA members, OLA newsletter recipients and chefs at local restaurants/bakeries. Carol suggested checking with Travel Oregon about a possible promotion for this seminar. Jack and Susan Harrington may also be hosting a marketing seminar somewhere in Oregon, in April 2016. It was suggested that it might be good to coordinate some dates with them in order to get a higher attendance for both seminars and the OLA April membership meeting.

Bonnie suggested setting the dates for the 2015 quarterly meetings now, as members have requested more advance notice. **The 2016 tentative meeting dates are: February 13 or 14, April 2 or 3, August 27 or 28 and October 22 or 23.**

OLA Committees: The By-laws subcommittee will continue to revise and update the OLA By-laws in 2016. The board had a brief discussion regarding future education topics. Michael has a *Knowledge Spike* ready to use for the February membership meeting. The board needs to begin thinking of educational topics/speakers/farm tours for all the 2016 OLA quarterly membership meetings.

The next OLA Board meeting is scheduled for Tuesday, January 5, 7-9:00 pm

Minutes submitted by Karalee Mitro, edited by Chris Mulder