

Oregon Lavender Association Board Meeting Minutes
Tuesday, February 2, 2016, 7:00-9:00 PM

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

Members absent: 0

Board Meeting Minutes January 5, 2016 Review/Corrections: Bonnie made a motion to approve the minutes as written, Gene seconded the motion and the Board voted unanimously to accept the minutes, as written.

Membership Update/New Members: Bonnie reported one new member has joined. There are currently **24 Promote with Us, 24 Grow with Us and 23 Relax with Us** members. Bonnie also has received notes from a few other past members that are thinking of rejoining. Chris stated that the membership levels and new benefits will be listed in the Guide. Bonnie told the group that Amy is working on redesigning the nice membership flyer we had in 2014, for the NRLC II. The flyer will explain the new benefits for each level of membership in the OLA and will be available at the February membership meeting.

Grant Proposal Update: Bonnie has sent all board members a summary of the **Grant Proposal** that she submitted. If OLA receives this grant, the funds would be used to assist in retooling the OLD Guide, expanding the distribution of the Guide, and would help OLA set up a mentorship program. Included in the grant, was also a request for funding a part-time contract project manager and additional funds for holding a lavender conference. The funds will not be available until March. Bonnie will let the board know the status of this application when she receives the decision later this month.

Marketing Update: Dan reported that a committee of six OLA members met last weekend and thoroughly edited the 2016 OLD Guide. It has been sent to the printer and is on schedule to be delivered to RavenCroft before the February 20th membership meeting. Dan is also working with Amy on some other advertising options. Dan will be available to present a marketing update at the February membership meeting.

Financial Update: Michael reported a current OLA bank balance of just over \$20,000. A few expected payments have come in this past month. The down payment for the Guide will cost approximately \$4,000. After the Guide is printed and delivered, the balance for printing the Guides will be due. Amy will also send an invoice for her design work for the new Guide, after they are delivered this month. Michael also reported that Form 990-N for the 2014-2015 OLA fiscal year has been filed with the IRS.

OLA Quarterly Brief/Membership "Newsletter": Michael provided an example of the content that could be included in a quarterly brief/ e-newsletter to OLA members using Constant Contact. Michael noted the importance of getting the meeting information out to the memberships quickly. He suggested that the brief be put together right at the membership meeting, to save time. A brief discussion followed. Bonnie suggested

including a “New Members” area in the newsletter. All agreed that the content needs to include “members only” information, such as educational pieces, reminders of meetings, etc, and that it needs to be brief and to the point. The content could be available via “links” printed in the newsletter. Carol suggested reaching out to the membership for help to put this together. **Michael and Karalee offered to input the information during the membership meeting, once the template is set up. John Melville may be able to help set up the template. Bonnie will also contact Susan Harrington for more information about setting up a newsletter using the Constant Contact program template.**

Website Rebuild Update: The committee has met with Laurel Briggs and will meet with her again this week. Bonnie reported that the next step will be to inform the other **board members** of the changes and improvements made to the website. Chris suggested that after this week’s meeting with Laurel, the board members be asked to check out their farm listings and provide feedback on the website’s functionality. Dan proposed asking volunteers (5-10 people) to test the site before it goes live. Bonnie explained the process of creating an online OLA store function on the OLA website. She said it would make it easier for members to order and pay for products and be easier, than the current process and using Square. Laurel gave an estimate of \$350 to set up this online store feature and add it to the website. **Michael made a motion to have an online store feature added to the website at the cost of \$350, plus an additional set up fee of approximately \$150. Carol seconded the motion; the board voted and agreed unanimously to proceed with this feature. Bonnie will work with Laurel to set it up on the new website.**

OLA Product Committee Update: Chris reported a current OLA product inventory of **63** cases of Marionberry jam, **50** Chocolate bars and **0** tote bags. She informed the board that updated ordering information is now on the OLD website. Several board members mentioned issues with their honey crystallizing and discussed several ways to reverse the process.

OLA Cooperative: Introduction/Presentations at meeting? Michael reported that Janna Liewergen has been investigating the idea of forming a Lavender Cooperative. Janna has prepared a summary and she would be able to present this concept at a membership meeting. The board agreed to have Janna share what she has learned and provide an explanation of how the creation of a lavender cooperative would potentially benefit OLA members. **Chris will contact Janna to let her know that the Board agreed to ask her to present her summary at the February 20th membership meeting.**

February 20th Membership Meeting Agenda: The meeting will begin at 11:30 with a potluck lunch. Michael will be presenting an education piece on *Lavender and Human Health* using a “**Knowledge Spike**” questionnaire. Andy has agreed to present an educational piece on some of the new lavender cultivars that will be available this year. Janna will present an introduction about forming a lavender coop. The new 2016 OLD Guides will be distributed and Promote members will be asked to complete and sign a

new "Promote with Us Agreement" for participating in the 2016 OLA sponsored Oregon Lavender Farm Tour.

Travel Oregon Agritourism Network Meeting: Carol plans to attend the next meeting on February 19th and she explained what will be included. Carol proposed that OLA members be invited to attend this meeting, as it is free and open to the public. Michael suggested making the invitation personal by including the fact that they will be supporting Carol and her position on the Agritourism board. **Bonnie will send an email notice about this meeting with the details to all OLA members.** Carol suggested inviting a representative from Travel Oregon to attend the April OLA membership meeting to present an educational piece about Travel Oregon and the new agritourism program. **Carol will contact Travel Oregon and ask if someone is available.**

OLA Culinary Seminar April 2nd Update: Michael and Chris summarized the culinary seminar they will be presenting in April. They have placed the seminar on the USLGA and Clackamas County Mt. Hood Territory calendars of events. They plan to send a notice out to the lavender community through their websites and to market the seminar to small businesses in Oregon that may have a culinary interest in lavender.

OLA Membership Meeting April 3rd: Chris will be hosting this meeting at Barn Owl Nursery from 1:00-5:00 pm. A members' product fair is planned as part of the agenda. Carol will contact a representative from Travel Oregon to request that they make a presentation at this meeting. If the membership is interested in hearing more about forming a coop, Janna Liewergen will be asked to bring more information about starting a lavender coop to the April meeting.

Other Business: A discussion was held about whether or not to order new signs that say "Oregon Lavender Farm Tour". Bonnie has received a quote for a minimum order of 100 signs priced at close to \$5.00 per sign. **If it's decided that OLA wants to order new signs, the order would have to be placed before the end of February.** Carol suggested using the signs OLA already has and that the board can discuss if there is a need for new signs at a later date.

Gene offered to host the August 27th membership meeting at his farm in Redmond. He would like feedback from the board about what we would like to do. It was suggested that Gene give a short educational presentation about lavender propagation. Michael suggested having the education scheduled early in the day, such as 10 am-12 pm, then having a potluck lunch at their farm, followed by the OLA meeting from 1-3:00 pm.

Chris also asked the board about the idea of having a place on the website profiling the OLA board members. The board agreed that this would be a good idea. Chris will send a list of the board members, with their contact information, to Laurel.

The next OLA Board meeting will be held Tuesday, March 1, 2016, 7:00-9:00 pm.

Minutes submitted by Karalee Mitro and edited by Chris Mulder