

**Oregon Lavender Association Board Meeting Minutes**  
**Tuesday, January 5, 2016, 7:00-9:00 PM**

**Members present:** Chris Mulder, Carol Tannenbaum, Michael Lemmers, Bonnie Rinaldi, Karalee Mitro, Dan Callen and Steve Seymour.

**Members absent:** Gene Schmidt and Marilyn Kosel.

**December 2015 Board Meeting Minutes Review:** Carol noted that a correction was needed on the last page referring to the dates of next year's membership meeting dates by correcting the date to read 2016.

**Membership Update/New Members:** Bonnie reported **70** total OLA members to date. **24 Promote with Us, 23 Grow with Us and 23 Relax with Us members.**

**Financial Update:** Michael reported that several membership renewals have been received. There are also ads that have not been paid for yet in an approximate amount of \$600.00. There is also a membership due from Mountainside Lavender that was to be paid in installments; the third installment is now due. **Reminder emails will be sent out by Bonnie.**

**Grant Proposal:** Bonnie gave an extended report regarding the possibilities of OLA pursuing a grant that she has been looking into. She explained that in Oregon there is a rural entrepreneurship development capacity building grant program that she found on the Travel Oregon site. What they are looking for are business models that can be replicated and used around the state. She told the director what the OLA was and what the association does which lead the director to encourage Bonnie to pursue this grant. Bonnie explained that it was important to ask for more than we hoped to receive; she proposes including in the grant request \$5000.00 for the website, \$3000.00 for the retooling of brochures, \$15,000.00 for two separate lavender concentric conferences and \$10,000.00 for creating a marketing mentorship program. The funding agency made it clear that it would be helpful if OLA was able to strongly distinguish lavender as an industry. Bonnie believes this is very possible and will pursue the application process. Carol offered to help Bonnie with the application process if needed and Bonnie will keep Carol updated on her progress and needs.

**Marketing Update:** Dan reported that the OLD Guide is still in process and currently about one week behind schedule. However, the Guide will be ready for pick-up by members at the February 20<sup>th</sup> membership meeting. Dan also researched several other print vendors to see if a better printing cost was available. One vendor quoted close to \$20K and another vendor in California quoted a better cost, but had shipping costs that were very cost prohibitive. The decision has been made to continue with the same print vendor that OLA has used in the past for the best total cost to have the 2016 Guides printed. Chris reported that Amy is currently sending out 441 public newsletters per month, as of December, which includes all OLA members. Amy has not done anything currently on Facebook but she will begin posting again this month.

Carol brought up the question of how the FREE monthly public newsletter might affect the *Relax with Us* members. She questions what incentive there is for those members to continue to pay their dues, if they are already receiving a free OLA newsletter? Some suggestions were to provide members with additional and exclusive information, perhaps by sending out quarterly OLA newsletters to members only.

A request was made by the **Southern Oregon Lavender Trail (SOLT)** to be included in the 2016 OLD Guide as a collective group of four, (three farms plus the demonstration garden), on the event calendar for their lavender festival the last weekend in June and their second event, the second weekend in July. Bonnie explained the SOLT request to the Board in more detail. Currently, each Promote with Us level, participating farm is entitled to **one event listing** in the OLD Guide. If an additional event listing is required, a farm can place a paid ad in the Guide to advertise it. Dan suggested offering a space for the second event somewhere else in the Guide. Carol suggested that the space on the calendar be increased for the one SOLT event listing in the Guide and to ask SOLT to pay for an ad to promote their second event, Southern Oregon Lavender Harvest Days, which will be held on the same weekend as the Oregon Lavender Farm Tour. **A decision was made to have board members discuss the request further and vote about how to handle the request near the end of the meeting, as detailed below in these minutes.**

**Website Rebuild Update:** Bonnie reported that the new website developer, Laurel Briggs, will be meeting with the OLA website committee on Saturday, January 9<sup>th</sup>. Chris asked if Laurel will have the revised website ready to go live at the same time as the release of the OLD Guide in February. Bonnie believes that this is very possible.

**OLA Product Committee Update:** Chris reported an inventory of **63** cases of Marionberry jam, **50** Chocolate bars and **0** tote bags. The ordering information on Square needs to be updated prior to the February membership meeting.

**February Membership Meeting:** It was decided to hold the next membership meeting on **Saturday February 20<sup>th</sup> at Ravencroft at 11:30-4 PM**. The meeting will open with a pot-luck lunch. Bonnie suggested offering the opportunity for members to show and sell their products. This was discussed briefly and Chris offered to draft something that could go out in the email to members with the meeting information. Michael has prepared a Lavender Knowledge Spike for part of the education at this meeting.

**OLA Culinary Seminar Plans for April 2016:** Michael will be hosting this seminar at **Ravencroft on Saturday, April 2<sup>nd</sup>**. Chris reported that Susan and Jack Harrington will not be presenting a marketing seminar this spring. Chris asked if the membership meeting should be scheduled on the same weekend as the culinary seminar, for the convenience of out of town members. A suggested location for the April 3<sup>rd</sup> meeting is Red Ridge Farms. Chris may contact Penny to see if she would be willing to host the meeting. Chris suggested that Bill and Mary Jabs' Eagle Creek Lavender Farm, which is closer to RavenCroft, might be a good location for the meeting, too. She will ask them if they are willing to host the April membership meeting.

Bonnie requested a write-up regarding the details of the April 2nd Culinary Seminar so it could be sent out to OLA members. Michael will prepare it.

**Decision/Vote on Request for a second SOLT Event Listings in the O.L.D. Guide:** (Bonnie left the meeting). The remaining board members that were present discussed the SOLT request further. **A motion was made by Dan that OLA offer SOLT the opportunity to place an ad at the cost of \$200. The motion was seconded.** The board voted, as a majority, that SOLT should be given a choice on where to place a paid ad for their second event, **Southern Oregon Lavender Harvest Days, in the Guide.** Amy would be asked to make a space for the ad either on the ad page or on the page near their farm listings in the Guide.

**The next OLA Board meeting is scheduled for Tuesday, February 2, 2016, 7:00-9:00 pm.**

Minutes submitted by Karalee Mitro   Edited by Chris Mulder