

Oregon Lavender Association Board Meeting Minutes
Tuesday June 2nd, 2015, 7:30-9:00 pm

Board Members Present: Chris Mulder, Carol Tannenbaum, Karalee Mitro, Gene Schmidt, Michael Lemmers, Marilyn Kosel, Bonnie Rinaldi

Board Members Absent: Melissa Van Hevelingen

Additions or corrections to the May 5th, 2015 Board meeting minutes: Nothing was reported as missing or in need of correction.

Membership Update: Bonnie reported that one new member has signed up. Bonnie also spoke with Holly Pearson about possibly being someone that could help out on the OLA website and found out that she has marketing experience but not web design knowledge. A few other members were named as possible choices for helping out on the website and they will need to be sought out.

Treasurer's Update: Michael reported that most of the OLA Lavender Chocolate Bars were sold and OLA has reimbursed Chris for the order that she purchased. A bill in the amount of \$275.00 was received for Amy's marketing work. A bill from Mark Wilson, OLA webmaster, has not been received yet. There will be an approximate balance of \$1,600.00 remaining in the OLA bank account after the current bills are paid.

OLA Products Update: Marilyn reported that she has received a few orders but not many recently. Chris reported that there are 16 cases (204 jars) of Lavender Marionberry Jam, 100 Lavender Chocolate Bars, and about 200 postcards, 270 sets of collector's cards, around 200 postcards and a few miscellaneous posters.

Marilyn spoke with Taffy Donalson, from Lavender Thyme Herb Farm, who connected with the current Mrs. Oregon, Delicia Wistrand. Delicia would like to represent Oregon with Oregon lavender farm products at the upcoming national Mrs. USA competition. She would like to provide lavender products as gifts to each contestant at the event. She is looking to OLA for possible product donations. Mrs. Oregon has expressed that she may be able to pay the wholesale price for some of the items that OLA would be willing to provide. **It is important to have national exposure for OLA. Are we willing to donate products at cost?** It was decided that we need to retain the remaining jam and chocolate bars for our members. Chris offered to donate lavender sachets and Marilyn would be willing to donate small lavender soaps. We could ask other members to donate something. OLA can afford to donate postcards and collectors cards for each contestant, along with the 2015 OLD Guides. The board agreed that this is a good idea. Marilyn is hoping to know the date of the event soon. It was decided to table further discussion until more information is provided.

Marketing Update: Amy reported via an email to Chris, the report on Facebook statistics. There were 9 posts for the month of May, 74 new page likes, 7321 people reached, 539 clicks on our posts, and 592 people liked, commented on or shared our

posts. Chris reported that most of the OLD Guides have been delivered and she hopes that the Farm Tour will get more publicity as we get closer to the farm tour weekend. *Alaska Beyond*, Alaska Airlines Magazine, June, 2015 issue, has printed a photo and free, ad for the OLA Farm Tour in July. Carol wrote a lavender related article for Willamette Living. Carol also has an upcoming interview with the *Eugene Register Guard*. *AAA Via Magazine*, July/August 2015 issue, will have a photo that Carol submitted and a short, free article about McKenzie River Lavender Festival and the OLA statewide Oregon Lavender Farm Tour.

Photo Contest: Cheryl Wilson will be writing up the instructions for managing the photo contest and forwarding them to Lori Carlson and Amy Morris. Amy will help work on the contest with Lori from Mountainside Lavender. Chris would like to see the previous winning photos display at an OLA Farm in each region during the Farm Tour weekend. She suggested that a farm in each region could display at least one of the past year's winning photos. These could be downloaded from the OLA Photo Contest website. Marilyn asked about putting Michael's slide show from the NW Regional Lavender Conference on the website. Michael is not sure he can convert it to a PowerPoint presentation. **Action: Michael will look into converting it and report back.**

Website Improvements: Chris reported that the feature that shows the OLD events on the OLD website is possible to add, but it would cost OLA to pay for Mark's time to set it up. Is this something that we want to do? Bonnie joined the meeting at this point and reported that she has tested the "Event" link. She found out that currently the site is just set up for events that are occurring at "your" farm and not any other events that might be taking place at a different location. A unique date and unique event can be added, but the location will only show the farm address. Michael feels that before OLA makes a decision to add more advertising linkage on the website, more income is needed. Carol suggested that we get an estimate for the work needed to add this feature before proceeding with any additional website expense.

When Bonnie contacted Holly Pearson and found out that she is not familiar with web design, Holly suggested that her mother may be able to help out. Bonnie did not hear anything further from them. Bonnie also found out that the Pearson's may not be able to host the August membership meeting, as they may not have their farm open at that time.

Bonnie suggests shortening (eliminating information) on the OLD website product search area by just including the farms' location, website and basic contact information and deleting the photos and farm descriptions. Carol reported an issue on the event map that shows a 2013 event.

Action items: Bonnie will contact Mark and relay the above suggestions, including the date correction and the changes to the product search page and will get an estimate on Mark's work that is needed to add the event changes. She noted that she will also let Mark know that the board still has to agree to additional costs and that **we will need his estimate before any further changes are made.**

Bonnie will also ask Mark to disable the “add events” site at this time until we/OLA can set up the screening process.

Chris would like to see another email go out to members asking them to make sure that their page on the OLD website has correct information.

Membership emails to be sent before Festivals/Farm Tour: Michael asked if there is an ability to cancel an event in the event that a farm may not have blooming lavender left due to the early season. Chris suggested letting members know how important it is to update their website frequently. Bonnie doesn't think that it is necessary to send any other member emails at this point. She believes that an email should go out near the end of July, asking for members to report the activity that their farm experienced during their events and the Farm Tour weekend.

Action Item: Bonnie or Amy will send one more email to go out soon asking members to update their farm info.

LEO Work Group Brief Report: Michael's group spent 6-10 hours of studying and testing oils. There was much information shared. At this time they are trying to decide which way to go with the project. A concept of smaller groups was suggested. A man in New Zealand has been in contact with Michael and has a similar goal as Michael's group. This gentleman, Porter, expressed an interest in doing workshops for us, but his goal is to make money.

Chris received a phone call from a professor that works with lavender at the U.B.C. in Okanagan, Canada. He asked her if there is an interest among OLA members about purchasing *L. x intermedia* 'Grosso' essential oil that has less camphor in it. Chris wants to know if this is someone OLA would want to stay in contact with or ask him to speak to OLA members about his work? His name is Dr. Soheil Mohaumed from the University of British Columbia. He is basically cloning Grosso plants so that they produce less camphor. He may be visiting some Oregon farms in the future. Gene Schmidt said he has been in contact with him. Michael has also contacted him.

OLA Grower's Conference-Jan. 2016? Michael believes that a good way to bring additional money into OLA would be to host a mini conference next year. He reports that this would have to be a registration/tuition event. This would be for OLA members, but could also be opened up to people from other states. Subject matter could include basic information. This could be an event set for every other year. Decisions would have to be made regarding how much OLA would want to charge/make, and who the people are that we want to address. Education is needed and even experienced members have a need to refresh their knowledge and learn new things. After a lengthy discussion, it was decided that it would be good idea to include the conference idea in the next membership survey and get a feel for what members would help plan a conference, who would attend, and what members would like to see and learn at a conference. It was mutually decided that this is something that should be discussed at a later date.

Next Survey: The next survey should include much of what was asked on the last survey and include some of the same questions that Michael had on the last survey that he sent out earlier this year. **Action: Bonnie and Michael will work on an OLA member survey to be sent out later this summer.**

Agenda/Education for August Membership meeting: Location and agenda will be discussed at the next Board meeting. The suggested date for the next membership meeting is Saturday, August 22.

Change next Board meeting date to Tuesday, July 14th? Yes!

Minutes submitted by Karalee Mitro, OLA Secretary Edited by Chris Mulder