

Oregon Lavender Association Board Meeting Minutes
Tuesday May 10, 2016, 7:00-9:00 PM

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

Members absent: Dan Callen and Marilyn Kosel

Board Meeting Minutes April 5, 2016: Carol made a motion that the minutes be approved as written and Michael seconded the motion. The motion was approved by a unanimous vote and the April 2016 Board Meeting Minutes were approved as written.

Membership update/New members: Bonnie reported a total **78** members; **24** Promote, **26** Grow and **28** Relax with Us members. She explained that due to the new website just going live, she hasn't been able to renew anyone or add new members. She has not let anyone expire and will update membership once the new site is fully functional.

OLA Email requests from Public: Karalee reported that a small number of emails requesting information are coming in at this time. She has not received any emails regarding website issues or problems. An email was received regarding becoming a vendor at Carol's McKenzie River Lavender Festival which led to a discussion about whether or not the new website has a place for potential vendors to apply. The current site does not have a vendor request feature in place. Future vendor requests that do not name a specific farm will be answered with several suggestions of which farms to contact, based on location and what the vendors are offering.

Discuss benefits of Grow with Us level membership: Bonnie reported that in the past only the OLA Promote with Us members' farms could be used in the Paint Out and OLA photo Contest as a benefit of being a destination farm. This year the Paint Out was opened up to all OLA lavender specific subjects. Discussion followed regarding the rules of the participation of farms in the Photo and Paint Out contests and whether or not OLA wants to promote non-destination farms. **The Board agreed that Grow with Us members could be contacted by the Paint Out coordinator to offer the option of participating in the Paint Out, but participation in the OLA Photo Contest will remain open to Promote with Us members only.**

Facebook posts for Grow with Us members are available for those members that submit their Events for the calendar. **Bonnie reiterated that Grow with Us members can promote events that they participate in, (farmer's markets, craft fairs, etc.) but cannot promote events that take place on their farm).**

Information for member email updates in May: Chris suggests that email reminders be sent to members regarding:

- 1.) OLA **road signs**, if needed, can be picked up by Promote with Us members prior to the farm tour, as well more **Destination Guides** for distribution. Both are being stored at Barn Owl Nursery.
- 2.) OLA product deadlines and products available for purchase, including the OLA chocolate bars will be available.
- 3.) Dan's information about the rack card company/Certified Folder, that could be used by individual farms, and OLA farms in the same region, to help distribute the Destinations Guides, they want to pay for the service, (see his marketing update below).

Financial Update: Michael reported that the OLA bank account is low due to paying Laurel for her website services and the Travel Oregon bill. Chris reported a bill coming in of approximately \$150.00 for the cost of mailing brochures. Chris asked the board if OLA should purchase additional 100 chocolate bars at an approximate cost of \$150.00-200.00. The board agreed to make the purchase and Chris will order. Carol suggested retaining money in the account as a reserve. Michael suggested a reserve amount of \$5000.00.

Nominations for OLA Honorary Membership: Chris nominated Cheryl Wilson and Nancy Miller for honorary Relax with Us membership. Chris will complete the forms and send them out to the board members. Karalee will then send letters to Nancy and Cheryl to inform them of their honorary membership.

OLA Product Inventory Update: Chris reported that OLA currently has: **29** cases of jam, **60** tote bags and **100** chocolate bars (based on tonight's decision detailed above). The McTavish Shortbread cookie group order will be available in June.

Marketing Update: Dan sent the following marketing information as he was not in attendance.

1. Facebook for OLA:
 - a. 50 new page likes for a total of 3,792 page likes
 - b. 6 posts
 - c. 9,017 people reached
 - d. 668 post clicks
 - e. 527 likes comments or shares on our posts
2. Website
 - a. Need to run a few DG listings to see how well it works to be prepared for 2017. Board Members should also try inputting 2017 data just to see how it accumulates and gets outputted to Amy.
 - b. Will be comparing our site with the competition (Sequim) each month for May, June and July. Will also compare to last year to learn how well the new site is performing.

- c. I can get stats on your farm sites as well if you are not using analytics already.
3. Destinations Guide
- a. Keep distributing!
 - b. The Card Rack Company only charges ~\$1 per location per month. I'll get more details but might be a great way for the local farm to pay a small fee to get a lot of brochures out.

A public newsletter has not been sent this month as Amy is waiting for the website to go live.

Carol told Gene that she received a request for additional OLA Guides delivered to Maupin Chamber of Commerce. Gene will take care of this request.

Photo Contest Administrator: Karalee will work on promoting the 2016 photo contest via members, Facebook posts and photo shops. Steve will assist with any legal issues that need to be addressed with the OLA photo contest.

Website Update/Needs/Problems: Any feedback regarding the new website? Bonnie reports positive feedback from members. She also has had some requests for help from members to get their pages set up. Bonnie suggested doing something as a thank you for Tim Miller, (Nancy Miller's son), whose company has been hosting the OLA website at no cost. **Chris will ask Nancy to suggest an appropriate gift idea.**

Michael reported that the new website event pages are working well and the only issues he has seen are due to member issues. Chris suggested asking for any lavender related newsworthy ads such as the USLGA Jan. 2017 Lavender Conference to be held in Arizona.

Other business for June and July:

Gene is planning the August membership meeting. He will send the information to Bonnie to be relayed to members.

Chris will be attending the 2017 USLGA conference and she will be presenting a three hour, culinary pre-conference workshop.

Carol confirmed that a representative from Travel Oregon will present at the October membership meeting. Chris suggested that the time for that presentation to start would be 2:00 PM.

Next OLA Board Meeting: June 7, 7:00 PM

Minutes submitted by Karalee Mitro, OLA Secretary and edited by Chris Mulder