

## **Oregon Lavender Association Board Meeting Minutes-Edited**

**Tuesday, January 8, 2019 7 P.M. – 8:50 PM**

**Board Members Present:** Marilyn Kosel, Carol Tannenbaum, Michael Lemmers, Dan Callen, Carolyn Page, Terry Pearson, Keri Roid, Shannon Wetzel

**Board Members Not Present:** Pam Baker, Steve Seymour

**Guests:** Chris Mulder, Nicole Callen

**Guests Not Present:**

**Joined after meeting started:** Chris Mulder, Nicole Callen

### **Board Meeting Minutes:**

- Motion to Approve December Meeting Minutes: Keri Roid
- Motion Seconded: Carol Tannenbaum
- **Minutes approved by voice vote**

### **Financial Report:** Michael

- Monthly and YTD Banking Summaries sent via email
- Statement Current Month:
  - Income:
    - New Memberships
    - Donation from Chehalem Cultural Center
  - Expenses:
    - Bank Charges

### **Membership Report:** Keri

Membership grew this month in all categories:

- Current Membership Total: 89
- Promote: 15    Grow: 23    Relax: 51

Membership Realignment Committee: Keri, Terry, Dan, and Carol

- Progress is taking place. The committee has discussed changes to be made. Dan has made a spreadsheet detailing benefits to each membership level. Keri has summarized the plan to date. Discussion ensued on why other regions of Oregon are not taking advantage of OLA membership. Decision was made that the Membership Realignment Committee would research how OLA can work with more farms in other areas of Oregon to meet their specific needs and how we can all come together to promote lavender statewide.

The committee anticipates project to be completed and presentation to the OLA board by early Spring.

### **Marketing Update:** Dan

- DESTINATION GUIDE
  - Marketing Message on guide has been successfully changed.
    - The term “Farm Tours” is no longer included.
    - The focus is on THE LAVENDER SEASON including DESTINATIONS, EVENTS and FESTIVALS

- Layout is complete with 15 Promote with Us positions.
  - Farms have been sent draft of their listing for preview.
- OSU Extension Center in Medford will not have a full panel as in the past. Dan did confirm that they still wanted to participate in the guide.
- Committee has completed proof reading
- Laurel will make Final Draft and send out for one final review.
- Dan will send an email to the OLA board members with printing budget quotes for approval in order to get printing started and completed before the next member meeting on Feb. 23, 2019
- Social Media
 

Last month Nicole Callen was approved by the OLA board to begin as Social Media Coordinator. Nicole will complete a statement of work to formalize the agreement. Nicole will be making regular reports at OLA member and board meetings. Even though a formalized agreement is not complete, postings on social media are active and running.

### **Website Report:**

- Discussion regarding carrying out the approved proposal to remove “Farm Tour” from web site.
  - Web site needs to align with Destination Guide in marketing message.
  - Web site is moving forward with a better clarified customer journey with Events, Festivals and Destinations. “Farm Tour” was neither.
  - Promoting the “Lavender Season” as opposed to “Farm Tour”
  - It was suggested that OLA needs a catch phrase in the guide to replace the cohesive message of “Farm Tour”
  - Response to above was that each farm wants a unique declaration for their own event.
  - Suggestion: Change FARM TOUR Page designation on website: Sub title it “2019 LAVENDER SEASON Destinations and Events”. Then create listing from events calendar for each farm’s activity, however they want to refer to it. I.E., Festival, Event, Days etc.
- Paint Out and Photo Contest pages need work as there is not traffic on these pages.
- Crucial need to get website plugins and software updated.
- Need a quote from Laurel, but it is not ready at this time as needs are not yet specifically identified. Structural elements? Or plug ins? Or speed of site.
- Dan pointed out that a speed test was done a year ago. The site is driving a lot of graphics and images. It costs money to increase speed.
- Pam and Chris meeting on Feb. 17<sup>th</sup> to go over products and services pages.
- Laurel is slowly updating these pages, but members also need to update their own websites.

### **Public Newsletter:** Chris (Pam not in attendance)

- 1, 264 subscribers
- Contributions for newsletter are an ongoing need

**Photo Contest:** Need a volunteer. Announce this need February member meeting.

**Products:** Chris

Jam and Chocolate Bars

- Prices are increasing as of the end of January on chocolate bars. Jam is the same price as last year.
- Decision to move to action item: Send out an email to members to make chocolate bar order before the end of the month. (Subsequently, it was decided that John Melville would send out an email for member invitation to pre-order chocolate bars and jam).

#### Recipe Tri-fold:

- Chris is hopeful that the brochure will be printed and ready to present and distribute at the February 23, 2019 membership meeting.

#### **Mentorship Committee:** Nicole

- How do people contact Nicole if asking for mentorship?
  - Emails and phone calls
  - Nicole attempts to plug the person into their local area
  - Mentorship information will eventually be on the website

#### **February General Membership Meeting:**

- Michael to host at RavenCroft, Saturday, February 23, 2019
- Distribution of DESTINATION GUIDE
- Business Meeting
- Education Planned
  - Michael: Lavender Fragrance Basics
  - Report on United States Lavender Conference from attendees: Carol, Marilyn, Dan, Steve, Bill, Keri, Michael, Chris
  - Presentation by Michael on the recently released scientific paper on the benefits of lavender
- . The MSU curriculum and panel discussion will be considered at another date
- Marketing/website development will also be considered as a topic at another time.

**Joint Meeting:** Chris reported that the Washington Lavender Association/OLA joint meeting is in Oregon, Sunday, October 20, 2019 at the Chehalem Cultural Center in Newberg.

- An announcement will be made at the membership meeting on Feb. 23 seeking farms interested in being open for tours from Oct. 18-20.

#### **Future Membership Meetings:**

April: Red Ridge, date to be determined

August: Growing Miracles Lavender Garden, Roseburg, Saturday, August 17, 2019

#### **Other Business:**

- Need to represent OLA at the USLC.
  - Take Destination Guides
  - Announce joint WLA/OLA meeting

#### **Reminders to Members:**

- Next Member Meeting: February 23, 2019
- Volunteers needed for Photo Contest
- Interviews and content for Newsletter

- Update your product and services on OLA and own websites
- Jam and Chocolate Bar order
- Sign up for committees
  - Committees need to be defined and identified at membership meeting.

**Next Board Meeting:** February 12, 2019 7 P.M.

Meeting adjourned.

Minutes submitted by Carolyn Page, OLA Secretary

Edited by Carol Tannenbaum, OLA V. Pres.