

Oregon Lavender Association Board Meeting Minutes - Edited

Tuesday, February 12, 2019, 7 P.M. – 8:39 P.M.

BOARD MEMBERS PRESENT: Pam Baker, Marilyn Kosel, Carol Tannenbaum, Michael Lemmers, Dan Callen, Carolyn Page, Terry Pearson, Keri Roid, Steve Seymour, Shannon Wetzel

BOARD MEMBERS NOT PRESENT: None

GUESTS: Chris Mulder

GUESTS NOT PRESENT: Nicole Callen

JOINED AFTER MEETING STARTED: None

BOARD MEETING MINUTES:

- Motion to Approve January Meeting Minutes: Steve Seymour
- Motion Seconded: Keri Roid
- **Minutes approved by voice vote**

FINANCIAL REPORT: Michael

- Monthly and YTD Banking Summaries sent via email
- Statement Current Month:
 - **Income:**
 - New Memberships: 1 Relax with Us
 - OLA Branded Products Sold
 - **Expenses:**
 - Bank Charges
 - COGS: OLA Branded Chocolate Bars
 - Marketing Expenses: Communications, Graphic Design, Web Design, Web Maintenance
 - Future Expenses: Printing & Design Costs for Recipe Folder, Invoice Received from Nicole for Social Media Services

MEMBERSHIP REPORT: Keri

Membership down by 2 this month:

- Current Membership Total: 87
- Promote: 15 Grow: 22 Relax: 50
- There are 2 new Relax with Us memberships
- Karalee is still assisting Keri with membership duties. Keri has a goal to relieve Karalee of assisting by April.

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

- Committee will hold a 20 min. phone conference on Feb. 19
- Committee will meet before general Meeting on Feb. 23 at RavenCroft

Constant Contact training was given by Bonnie Rinaldi. All attending felt that it was very beneficial. Bonnie's service was greatly appreciated. Marilyn sent her a "Thank You".

MARKETING UPDATE: Dan

Power Point Presentation sent via email

Social Media

- Chart showing traffic pattern on Social Media and Website as compared to the same time last year: similar pattern for website; social media shows an increase in traffic with postings
- FACEBOOK ACTIONS NEEDED BY BOARD MEMBERS
 - Share Posts: On Personal Page and Business Page. Boosts traffic, spreads the word which increases traffic
 - "Like"
 - Comment with more than 5 words to create a "conversation"
 - All of these actions create a higher score. Search engines create relevance with scoring.
- NICOLE'S REPORT:
 - October – January: There have been 21 Posts
 - February, March, April will have 12 posts
 - May, June, July (Lavender Season) will have 2-5 posts per week
 - August, September: will have 6 posts
- INSTAGRAM:
 - 625 Followers
 - Goal is to increase followers to same number of newsletter recipients
- FACEBOOK
 - 4,488 Followers
 - Facebook is the best tools for farms when needing to advertise an event

Destination Guide

- Costs of Design and Printing Reported for 30,000 copies.
 - Design: \$1020
 - Printing: \$4990
 - Total Cost: \$6010
- It was pointed out that OLA does not qualify for GISI refund for charitable organization as it is a 501(c)(6).
- Guides have a \$ value to members. This will be reflected in the new Membership Guidelines.

- Guides will be delivered to Chris on Feb. 20 and will be available to distribute at the Feb. 23 General Meeting at RavenCroft.

Press Releases

- Will be discussed at the April 28 member meeting.

WEBSITE REPORT: Pam

Document emailed with completed and proposed tasks for website.

- Website continues to be updated with new navigation bar and dropdown menus. This includes an “OLA Lavender Season” tab.
- “Farm Tour” tab still needs adjusting
 - “Farm Tour” page on web site has been altered to show Destination Guide map.
 - Suggestion: Change the page to have a table/grid with Lavender Farm’s dates and times of opening listed. After discussion it was decided that Pam will redesign that page again with Laurel.
 - It was pointed out that this is a transitional year on the Farm Tour page.
 - Destination and Event tabs need to be kept pure and simple for the customer experience. 40% of customers are using the site for going to events. There should be no dropdown menus on the Destination Tab or Event Tab. Pam will take care of the changes to ensure this.
- Estimated Design Cost: 5 hours/\$40 per hour.
- Motion by Michael: “Motion to allow Pam to approve up to \$250 [to Laurel] for website improvements without consulting the OLA Board.”
 - Motion Seconded: Carol
 - Motion approved by voice vote
- It was noted that the cost of securing the website has been approved outside of the above redesign costs.

PUBLIC NEWSLETTER: Pam and Chris

- 1, 266 subscribers
- Submissions and Contributions for newsletter are an ongoing need
- Discussion Regarding Content Ideas
 - Recipes
 - Tips
 - Post Highlights of Membership to OLA as a lavender lover. (This can be done when the new Realignment Agreement is available)
 - Go to member’s web pages and search for content. Send an email for permission to use and then reference the website in the newsletter.

PHOTO CONTEST: Need a volunteer. Announce this need at February member meeting.

PRODUCTS: Chris

- JAM: 59 cases pre-sold. Depending on size of batch there may be 10-20 more cases available.
- CHOCOLATE BARS: 400 bars pre-sold. ALL SOLD.
- RECIPE TRIFOLD: Will be ready to purchase at Feb. meeting. An email will go out announcing them. An email will also go out before the April general meeting.
- POST CARDS: 30 available – 1 image.
- GROWING TIPS COLLECTOR CARDS: 76 sets available.
- OTHER IDEAS: Marilyn proposed looking into the interest and cost of producing an OLA mug much like the WVLF mug. Interest will be polled at the Feb. general meeting.

COMMITTEES: Marilyn

Chris sent a document to help realign committees.

Mentorship Committee:

- Steven continues to work on putting together a kit to help new farmers. He hopes to present it at next months meeting.
- There needs to be a protocol in place to ensure follow up is being made with mentorship requests.
- It was proposed that there should be guidelines designed and written for mentors to follow.

By Laws Committee:

- Draft has been written but not brought to the board. It needs to be revamped, brought up to date, and edited.
- It was noted that the above should include the electronic election rules.

Education Committee:

- Need people with experience to provide educational talks and experiences at meetings.
- Need Ideas for Topics and Speakers
- MSU Curriculum suggested
- Chris has a subcommittee for the October dual meeting of OLA/WLA
 - Needs Volunteers
 - Needs Lavender Farms to open during this time for tours

Grants: Carol and Mary Jabs

- No new information.

FEBRUARY GENERAL MEMBERSHIP MEETING:

- Michael to host at RavenCroft, Saturday, February 23, 2019
- Carol and Michael will facilitate as Marilyn is unavailable.
- Agenda
 - Potluck 12:15
 - Meeting 1:00

- Sniffing Quiz (During Lunch)
 - Scientific Paper Review: Anxiety relief from a lavender chemical component
 - Review Sniffing Quiz
 - USLGA Summary
 - Break
 - Business Meeting
- Distribution of DESTINATION GUIDE
- Action Items
 - Potluck will use initial of last name for “dish” assignments.
 - Send meeting reminder email to members
 - Chris will need RSVP’s for those attending for product pick up
 - Chris is making name tags and needs new member’s names

OTHER BUSINESS:

- Michael has proposed that the Quarterly Brief be eliminated and that interesting content from the general meeting be included in the public newsletter.
- Notes need to be taken at the Business Meeting.
- Proposal: Change the wording “Business Meeting” to “OLA Update” to encourage members to stay for the full general meeting time.
- Marilyn has requested that anyone not intending to continue their positions to let her know as she needs to be looking ahead to elections in the Fall.

FUTURE MEMBERSHIP MEETINGS:

Spring: Red Ridge, Dundee, Sunday, April 28, 2019

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

Fall: Chehalem Cultural Center, Newberg, Sunday, October 6 2019

- Needed: Point person to design agenda for each meeting. April meeting is open for a point person.

REMINDERS TO MEMBERS:

- Farms need to submit events to Nicole for submission on Facebook
- Farms need to complete their event listings on the OLA website calendar
- Make sure to like, comment and share OLA Facebook posts
- Submissions to newsletter: recipes, tips, etc.
- Volunteers needed for Photo Contest
- Volunteers for various committees

- Volunteers needed for Willamette Valley Lavender Festival

NEXT BOARD MEETING: March 12, 2019 7 P.M.

Meeting adjourned.

Minutes submitted by Carolyn Page, OLA Secretary

Edited by Carol Tannenbaum, OLA V. Pres.