

VVBW Board Meeting Minutes

Date: October 17, 2016

Location: Town of Vail Offices, Vail

Board in attendance:

- Lori Gleason, President
- Clare Hefferren, Past President
- Melissa Decker, Vice President
- Tricia Swenson, Program Director
- Laura Waniuk, Membership Director
- Stacey Allen, Treasurer
- Lori Gleason, Vice President
- Mel McKinney, Marketing/PR
- Karen Perez, Member at Large
- Jessica Woods, Secretary

Meeting called to order by Lori at: 5:10 pm.

Board Meeting followed the Offsite Meeting

President – Lori

- Lori said that most everything on her agenda was already discussed at the offsite, but reminded the board of her expectation that she expects replies to emails within 24 hours.

Vice President – Melissa

- Melissa reviewed the upcoming events:
 - November 9 – Terra Bistro, Progressive Dinner.
 - Melissa mentioned that due to the cost of each person attending, we might not be getting a full meal – probably just soup and salad. She asked for help in figuring out the logistics (RSVP, seating, etc.) for the dinner, and Tricia volunteered to help.
 - December 14 – Holiday Soiree – Park Hyatt
 - Melissa said that for now, we're scheduled to be in the billiards room, but there's a possibility that we could be in a better location. PH will let us know three weeks out from the event if it's a possibility.
- Melissa also brought up the topic of prices for dinner at the nicer places, and whether or not having dinner at each event is worth some of the costs. She was also looking to the Board for guidance in switching up the order of the events.

Programming – Tricia

- Recap Oct. 12 event:
 - Tricia noted that it was so hard that we couldn't have the microphone, but was glad that the speaker was able to be flexible and work with the venue. The feedback about the speaker was good, but most mentioned something about not being able to hear.

- The Board discussed other difficulties of working with the Chophouse, and tentatively decided that maybe we don't want to go back to the Chophouse since they didn't seem willing to work with us for a variety of things, including AV support.
- Survey results & comment cards:
 - A mention that the courses were served late (the Board agreed), but cocktails prior worked well and the food was good;
 - Someone asked for an intro for the technology issues. Clare mentioned that this is always something to keep in mind with a mixed audience, and that there has to be a mix of the basic and high level details
 - Tricia said she's already gotten back about 12 responses from the survey, and thought that maybe next time there would be more responses since we have more emails.
 - Clare noted that people tend to respond more the sooner the survey is sent after the event.
- Upcoming events:
 - Tricia also mentioned the November 9th progressive dinner networking event
 - There was board discussion about the logistics, including do we use table numbers? Tent cards? Either way, we have to make sure that people go to different tables.
 - December 14th Holiday Soiree
- Possible Speakers for 2017
 - Have spoken with Dr. Jill Squyres, Amy Arthur Packer, Kimberly Alexander, Angela Gaffney.
 - Lori noted that Amy spoke 2 years ago, maybe next year?
 - Tricia said Christine Pierangeli has a new website on nutrition, and asked if we're looking outside or to members for speakers? Clare said to look internally first.
- Karen P brought up the idea of doing the health care primer for open enrollment and if we can fit 5 minutes in at an upcoming event, since it's a timely topic with a deadline. Clare suggested putting it in the newsletter.
- TEDxVail event on Oct. 27 - are we able to promote via our social media channels?

Marketing / PR – Mel

- Mel is working on writing the blog for Sept. website post
- Mel said that newsletter content is due by Wednesday.
- She's working on: 2016-2017 Media Plan and updating ad sizes on the web
- Clare mentioned to Mel and Melissa that instead of trying to change the prices for events on the website after the registration closes, we will be using coupons for early registration. Clare said that we have a coupon code for the November event, so that needs to be advertised.

Finance – Stacey

- Nothing to update now, just got access to a lot of the documents and accounts, will go over the monthly budget and spending at the next meeting.

Membership – Laura

- Laura noted that the MailChimp email list is updated.
- The 2016-17 membership plan was already discussed at the offsite
- To focus on development, Laura would work with Clare and Lori regarding bartered memberships (KZYR, TV8, Vail Daily) but wanted to wait to see who has actually paid their corporate memberships before giving them a call.
 - Clare told Tricia to – give VailDaily a deadline, because we need a contract/agreement in writing.
 - Lori asked for the TV8 contact – Clare said Lindy (lindyp@vailresorts.com)
- Suggestions from last meeting
 - Push the marketing benefits that come with Executive membership – this should be a newsletter item for November
 - Send segmented emails for different membership tiers highlighting their benefits.
- Add a membership item to the next newsletter
- Because memberships have already been sold, the Board agree that we can't change any of the benefits now. If want to make changes, have to wait until next year.

Member at Large – Karen P

- Holiday Soiree Committee status
- Karen P read off an email from Karen L, saying that Karen L will be sending out the email to the potential Holiday Soiree committee members, and that Presley part of the committee
- Discussion as to why Karen L is sending out emails to committee members as it's supposed to be Karen P's job, which the Board confirmed that it was.
- Karen P said that she still has to meet with Karen L for the handoff, and may be looking to the board for guidance for planning the soiree since she wasn't at the event last year.
 - The board mentioned that since Presley has been on the committee for a few times, she might be good liaison.
 - Various board members offered to help, including Laura and Jessica

Secretary – Jessica

- Jessica confirmed that she'll send out the board meeting minutes once, send changes to Jessica directly, Jessica will make the changes in the Google drive doc

President – Lori

- Lori reminded board members to date all Google Drive documents year month ex: 2016-10 or meeting notes 2016 10 17 Meeting Notes (year/month/date)

Past President – Clare

- Only website training left to schedule is with Karen P

For RSVP for the next event – use the WooCommerce since the new plug-ins won't work.

Newsletter

Copy due: W 10/19/16

Next newsletter release: W 10/26/16 (Last weds of month)

Next event: W November 9. Location: Terra Bistro

Next board meeting: M November 14 – location: TBD, 3rd Monday of month, Time: 5:45- 7.30

Next invite post sent: Save the date W 10/19 (2nd to last Weds of the month); Invite: 11/2
(always 1 wk. Prior), 11/7 (always on Monday of event wk.)