



Board Meeting Notes

Date: November 14, 2016

Location: Vail Ale House

Document Name: Board Meeting Agenda 11/14/16

Board in Attendance:

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

Board Member Absent:

- Stacey Allen, Treasurer
- Clare Hefferren, Past President

Non-Board Members in Attendance:

- Lisa Babb

The meeting was called to order at 5:50pm.

Scholarship Committee - Lisa Babb

- In previous years, with scholarship program, VVBW would give \$1k for up to 6 students, one from each high school, as a one time scholarship. Lisa said it was a challenge b/c we couldn't get applications from all the high schools, and it felt like we never had a good connection to the women receiving the scholarships. VVBW has been using Dollars for Scholars, which worth with YouthPower365 to manage the the scholarship process, which a lot of the local Vail valley organizations use.
- The board discussed whether it was better to do a multi-year scholarship to have a longer lasting impact on the recipients, but the drawback would be that it would limit the impact on how many students we can help each year.
- Lisa stated that VVBW is at a point right now with a healthy amount in the treasury that perhaps we can rethink how to do it.
- The board discussed managing the scholarships ourselves vs. using the third party company to manage. Lisa said that she thought it was beneficial to stay with Dollars for Scholars – they vet candidates, manage, etc.
- The Board discussed how many scholarships to give, and how to break it down, and what the student's responsibilities should be. Discussion included:
 - \$4,000 over 4 years or stepped up over the years: \$750/\$1250/etc.
 - Manage ourselves? It's a lot of work - send out applications, collect, vet, interview. With the turnover of the board, we've not been able to keep it up.
 - Pro third party – they manage everything and the youth foundation pays the fees.
 - If we're giving the money and asking for donations, then do we have a responsibility to be involved in the selection of the recipient?
 - Can we ask guidance counselors in each school for 2-3 recs? Lisa stated that the guidance counselors are so overwhelmed that it's not a good idea.



- Scholarships are announced first week of May; usually application process closes in early March.
- If we are becoming 501©(6), then we need to have a charitable organization to support.
- Proposal to stay on the Dollars for Scholars for this year, but set up a subcommittee or another committee to sort through to take on the application process. The Board agreed with this.
- The Board decided that the criteria should be as follows:
 - Minimum GPA: 3.0
 - \$1,000/year for 2 or 4 years, must be enrolled full time.
 - 2 x \$4,000 scholarships over 4 years (or 2 years if an associate degree)
 - Ask the recipients to attend an event (maybe the soiree?) and/or submit an update video about how the scholarship has helped to put on the website
- Jessica and Lori to work on the letter.
- Need to announce the scholarships and maybe repeat the mission statement.
- Recruit for the scholarship committee by March; Melissa and Karen P said they'd like to be involved.
 - Committee involves at least 2 dedicated days in March, and someone needs to present the scholarship in May
- Lori to Lisa – please send in the dates for the deadlines and award ceremony so that everyone knows!

1. Vice President – Melissa

- The board discussed looking into new venues for event spaces.
 - Jessica – to check in with Doug to see about using the Basecamp space for a happy hour?
 - Maybe Board to do recon on new restaurants for board meeting?
- Future events
 - Park Hyatt - Holiday Soiree December 14th
 - Great appetizers
 - Festive attire
 - Valet parking for the Park Hyatt will be \$10
 - Larkspur for January 11th
 - CHANGE! TBD for February 8th
 - Annapurna for March 8th - speed networking
 - Black Diamond Bistro for April?
- Different kinds of events for the spring and summer
 - Maybe hiking outings before events
 - New Vail Golf Club? (Emmy is the contact)
 - VBC does yoga and brews (5:00-6:15)
 - Eagle Vail – Buckets and Brews
- Pink Vail this year is March 25
- Let's make sure to do Mail Chimp blasts closer to the Holiday soiree to generate more attendees

2. Programming – Tricia

- Recap of November Event: Overall it seemed that people enjoyed it.
- Comments from attendees– less cowbell? Better organization for the food? The Board agreed that this was a well run event, and that the staff at TB did a great job.



- Maybe sheets of paper to take notes on?
 - Maybe select entrée choice at check-in – colored tickets.
 - To Clare - Any idea on when we can extract the emails from the website?
 - Laura said she can do a CSV for Tricia
 - For soiree: Barbara Mulholland can donate a GC for Rodan & Fields
 - January event at Larkspur – Christine Pierangeli – nutrition
 - February – Dr. Jill Squyres speaking about relationships and friendships (she spoke at TedX). Start with all relationships and then move into work relationships.
 - Spotlight speaker request – need to start promoting
 - Tricia would like to do one at the Holiday Soiree
- 3. Marketing / PR – Mel**
- News blast for the Soiree
 - TV8 for a trade, and KZYR trade?, Mel to work on filling the slots for TV8
 - Vail Daily has also said yes to a trade – InTownTalk right before the soiree
 - Mel to be traveling and told the board she'd be sending the draft of newsletter tomorrow (11/15); put announcement of newsletter in the notes.
 - Before the soiree, lets do a quick blast for the event on Facebook
- 4. Treasurer - Stacey**
- If you have reimbursements, send them to Stacy and she'll text you for P2p (via Lori)
- 5. Membership – Laura**
- Increase in the memberships
 - Ruggs Benedict and Park Hyatt have not renewed; Four Seasons is not Corporate; reach out to Vail resorts, Community Banks of CO; US Banks.
 - Lori said to reach out to Select Surfaces.
 - Karen P – asked for direction about selling the associate v executive memberships.
 - There needs to be better benefits for executive membership in the future
 - We can change the benefits now since it's a rolling membership.
 - Do we have any of the health insurance companies (Kaiser, etc)? – Maybe target them?
- 6. Member at Large (Soiree) – Karen**
- Have the committee, have started on the soliciting
 - The spreadsheet of donations is under Programming on Google Drive
 - We should add to newsletter a notice for solicitation for donations and benefits for donating
 - Website or Facebook blasts prior to the Soiree and/or for donations
 - Promoting the toy drive (unwrapped toys)
 - Lisa Babb for Committee help?
 - Committee right now has 4 members now for solicitors, 1 extra for logistics, and Presley
 - Encourage cash and checks for silent auction winners, will look at the layout of the new location to determine how to do checkout this year.
 - Have a mini meeting before the soiree for a walk through and logistics
 - Look at the week of Dec. 5th
 - Karen asked for a layout of Park Hyatt, Melissa said she'll talk to Park Hyatt to try to get



- Last year – event started at 5:30, but committee showed up at 3:30, board and ambassadors at 4:45.
- This year, the Committee should arrive at 3:30 to set up the silent auction items, and the Board should arrive at 4 or 4:30 at the latest to help.
- Karen P brought up discussion for making VVBW a 501(c)(3); she can file the paperwork tomorrow and then can vote on the bylaws next meeting. The Board agreed to let Karen P move ahead.

7. Secretary – Jessica

8. President – Lori

- Defer strategic assignments to next month

9. Past-President – Clare

- Absent, but will update on the website progress

Holiday Soiree - Karen L

- From Lisa (From Karen L)
 - 2 tickets to the Dance Festival
 - Tickets to the Vilar Center (single performance)

Adjourned at 7:36

Next newsletter release: Copy due: Wednesday November 23rd noon

Release: Wednesday November 30th .(last Wednesday of month)

Next event: Wednesday December 14th. Location: Park Hyatt

Next board meeting: Monday December 19 – location TBD 5:45-7:30

Next invite post sent: Save the Date: November 23rd (2nd to last Wed of month) ; Reminders: 12/7/16 (always 1 wk prior), 12/12/16 (always on Monday of event wk)