



**Date:** January 17, 2016

**Location:** Town of Vail Offices

**Document Name:** Board Meeting Agenda 1/17/17

**Board in Attendance:**

- Lori Gleason, President
- Tricia Swenson, Program Director
- Laura Waniuk, Membership Director
- Melissa Decker, Vice President
- Jessica Woods, Secretary
- Clare Hefferren, Past President

**Board Member Absent:**

- Mel McKinney, Marketing/PR
- Karen Perez, Member at Large
- Stacey Allen, Treasurer

The Meeting was called to order at 5:30 pm.

**1. Vice President – Melissa**

- Vista in Arrowhead for February 8<sup>th</sup>, Dr. Jill Squyres will be the speaker, talking about relationships and friendships.
- Annapurna in Vail for the March 8<sup>th</sup>, speed networking event (buffet style)
  - Laura suggested having a pre-event meeting regarding logistics
- The Charter for the April 12<sup>th</sup> event
- Discuss increasing the budget for the Holiday Soiree for next year, review of critique from this year's event:
  - The committee got started late; need to start soliciting donations earlier
  - The prior committee chair should attend first meeting and then delegate
  - In the future, for auction items donated past a certain point, maybe we raffle at later events
  - Karen needs thank you cards and envelopes
  - We need to make sure that we provide more food – maybe a new location, need to start thinking about the Soiree in the spring
    - If we do it later in the year (Summer?), can the toys be held until Christmas
  - Make announcements for committee? Do we need a new committee head?
- Potential event idea for the summer – Bravo group picnic, Dance Festival group picnic?

**2. Programming – Tricia**

- Feedback on the January event was good, working with Christine to put her deal in the next newsletter to promote her deal.
  - Feedback: Food was good, speaker was great
  - Maybe a last minute blast to say that the event is still going on in case of bad



weather

- February is set with Dr. Squyres
- Pre-meeting for the speed networking event - can it be done on conference call, or should we meet there?
  - The board decided that it's best to meet at the location so to best be able to tackle logistics.
  - The board agreed to do our next (Feb.) board meeting at Annapurna.
- April meeting at Charter - ideas for topics? Speakers?
- May ideas for topics, speakers?
  - CMC/cooking, or Montañas, or Basecamp (Jessica's office) bring in a speaker and get catering
- P to P for payment, still trying, need to call First Bank Customer service for help
  - Lori said that you can contact your bank about getting it set up
- Upcoming events:
  - Kimberly Alexander (career coaching), Amy Arthur Packer (work-life balance), Barb Waters ("Get Out of Your Own Way"), Kris Sampson (cancer prevention diet). Lots of leads from Hollie Clere.
- Spotlight Speakers - put out the ask in our newsletter?

#### 4. Marketing / PR – Mel

- Let's do a Facebook blast to tell people to update their membership profile

#### 5. Treasurer - Stacey

- Total proceeds raised from the Holiday Soiree?
- We still need to get the final number – if people haven't paid, then need to invoice them or re-auction them?
- Can we ask Stacy to do a QuickBooks report for every meeting?
- ATTN STACEY - we will need a P & L statement for the next board meeting to see where we are financially

#### 6. Membership – Laura

- We haven't gotten any new memberships – are we invoicing those who missed the Jan event?
  - We're not refunding anyone, even those who emailed to say they couldn't make it. That is standard with our policy.
  - How many associate members that RSVP'd didn't show up?
    - 1 associate?
    - 3 guests who didn't pay
    - For corporate/executive members who didn't show, we don't bill because it's already included in their membership
  - Need to have a policy about memberships, canceling, RSVPs, etc., work on



putting a FAQ on the website

- We need to tell people that unless they get a confirmation email saying that they've paid, THEY HAVE NOT RSVP'D OR REGISTERED.

**7. Member at Large – Karen:**

- **No agenda items rcvd**

**8. Secretary – Jessica**

- XXX

**9. President – Lori**

- Please respond to my emails within 24 hours, especially for agenda or urgent requests.
- Pink Vail – would be great to add to the newsletter, have board members on Treasured Chests, Pink Vail is based out of Golden Peak.

**10. Past President - Clare 6:15**

- Claire reviewed website directions and answered questions from the board that Laura has accumulated
- It's up to each user to create their own profile (Laura suggested a video tutorial)
- Create user profile, create membership profile. They are distinct, but cannot have a membership profile without having a user profile.
  - As of now, we cannot edit another member's profiles.
  - It would be helpful to have user names be the real names, not email, b/c can only search using username.
- Subscriber has been added to the database, customer has purchased something, have to opt into the database
- Members List Pro – New Directory, the members need to set up their new profiles
- Add FAQs section to website – Laura to start compiling, Jessica to help with drafting and adding to the website.
- WooCommerce is the final count for the event
- Melissa to create the event, and Laura to approve the tickets

Meeting adjourned at 7:35 pm.

-----

**Next newsletter release:** Copy due: Wednesday January 18 noon

Release: Wednesday January 25th (last Wednesday of month)

**Next event:** Wednesday February 8th. Location: Vista Restaurant - Arrowhead

**Next board meeting:** Monday February 13 – location TBD 5:45-7:30

**Next invite post sent:** Save the Date: January 18th (2nd to last Wed of month); Reminders: 2/1/17 (always 1 wk prior), 2/6/17 (always on Monday of event wk)

**vvbw.org** | P.O Box 3096; Avon, Colorado 81620