



Board Meeting Agenda

Date: February 13, 2017

Location: Annapurna

Document Name: VVBW Board Meeting Agenda 2/13/17

Board in Attendance:

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

Board Member Absent:

- None

The meeting was called to order at 5:52 pm

1. Vice President – Melissa

- a. Next event is Annapurna March 8th – Speed Networking
- b. Upcoming: Charter April 12th, working on speaker ideas with Tricia.
- c. May 10th event - Brainstorming ideas for future event ideas
 - i. el Sabor, Route 6 café, Bol
 - ii. Backbowls in Eagle?
 - iii. Circle A auto
 - iv. Buffet at Bol
 - v. Wine and painting at Alpine arts center, with catering?
 - vi. Betty Ford museum – Laura to talk to Liz
 - vii. Trish Schulteis – auto place in Avon
- d. Open house in September, should follow up with a kickass business-related presentation

2. Programming – Tricia

- a. Feb event recap
 - i. Survey monkey feedback
 1. Music was too loud
 2. Presentation was too long, she looked at her laptop too much
 3. Great venue setting, food was good
 4. Terrific GF options and desert cookies
 5. Speaker was honest, but more negative than positive



6. New batteries in the microphone?
7. Make the topics more focused on the workplace
8. How did people hear about the event?
 - a. Most responded the newsletter
9. 46 people attended – one of the biggest attended events!
People like that venue.
10. Better next time with similar event – tangible takeaways, discounted wine and beer specials
 - a. Clarify that the first hour is networking,
- b. Melissa – can we take the focus away from self-help, and focus more on building business?
 - i. Focus on topics more related to running a business, taxes, financial advice
 - ii. Jess and Karen to do one on business?
- c. Karen – overall comments overheard during the night
 - i. More interaction with the attendees
 - ii. Have the speaker bring props or handouts
 - iii. In the future – ask about conflicting events at venues
 - iv. Wine/drink service with dinner?
 - v. More credentials in the intro
 - vi. Timing between courses was too long
- d. Add level of membership to the comment card for those who don't do the survey monkey
- e. Tricia said she needs more for spotlight speaker
- f. Still need to get P2P set up by FirstBank

3. Marketing/PR – Mel

- a. Vail Daily – we have 6 or 9 ads for the fiscal year, will use some for the open house. Do we want to run a general ad?
 - i. Laura – always have a call to action for the general event, make it event driven.
- b. Karen – what if we charge \$10 for the open house, and if they become members it gets credited back to their account, keeps away those “just browsing” for free food.
 - i. Laura – lets think about the logistics of that
 - ii. Melissa – in addition to that, make a “Members Only” event
 - iii. Discussion regarding the importance of keeping one open event for those interested in checking out VVBW with no commitment
 - iv. Discussion about less formal events maybe in addition
 1. Could do a ski day with après
 2. Early April – VVBW ski day with apres (After 3 for free parking)
 - v. Yoga and breakfast (bagels)

4. Treasurer – Stacey

- a. Stacey handed out management report

- b. Soiree: Brought in \$4,500 in silent auction, \$575 in power ticket
- c. Karen – Stacey, can you send out actual v budgeting?
 - i. Stacey – did we actually set out a budget?
 - ii. Board consensus was that no, there has never been a budget
 - iii. The Board agreed to establish a budget.
 - iv. Stacey to work on a forming a budget to present to the board at the next meeting

5. Membership – Laura

- a. New membership
 - i. Corporate – 5 total, but 30+ total because of Vail Valley Foundation
 - 1. Vail Daily, TV8, Vail Valley Foundation, Ruggs Benedict, and East West
 - 2. Need to keep track of trade in memberships
 - ii. 15 associate
 - iii. 33 executive
 - iv. Jennifer Hopkins from the Baggage Checque joined at the meeting.

6. Member at Large – Karen

- a. Karen gave feedback already re: the meeting
- b. Would like to work with Melissa to know when the dessert course is needed.

7. Secretary – Jessica

8. President – Lori

- a. Strategic Assignment Due Dates
 - i. Website rebuild – Clare
 - ii. Utilize Member Value Statements, Gather statements – Tricia, deadline May 1, 2017.
 - iii. Advertising strategy – Mel, Deadline April 15
 - iv. Brand ambassador program – Karen Perez
 - 1. Can we make tags for Ambassadors, call early to get them to the event. Deadline: Ongoing. Add to announcement.
 - v. Empower women, community outreach, what benefits we give them– Laura. September deadline.
 - vi. Operations assessment. Tricia to ask Clare about status and deadline.
 - vii. Mentoring Program, PowHER girls - Jessica
 - 1. Working in the community to see what mentorships are out there.
 - 2. Deadline: June 2017, Tricia to introduce to PowHER contact
 - viii. Discount programs – Laura, June 2017
 - ix. Board of Directors history – Lori April 30, 2017
 - x. Register as non-profit. Scan in the estimates and send to Karen

and Melissa. Plan to discuss next meeting.

- b. Pink Vail Team
 - i. March 25
 - ii. Brunch at Karen's house
 - iii. Board member attendees: Karen, possibly Tricia, Stacey, Laura, possibly Mel and Jessica.
 - iv. Lisa Babb is stepping down from the head of Scholarship committee, we need a new head.
 - 1. Put a call to action in the newsletter.

Next newsletter release: Copy due: Wednesday February 15th noon

Release: Wednesday February 22nd (last Wednesday of month)

Next event: Wednesday March 8th. Location: Annapurna

Next board meeting: Monday March 13th – location TBD 5:30-7:30 Location: TBD

Next invite post sent: Save the Date: February 15th (2nd to last Wed of month) ; Reminders: 3/1/17 (always 1 wk prior 3/1/17 (always on Monday of event wk)