



Board Meeting Agenda

Date: March 13, 2017

Location: Boxcar

Document Name: Board Meeting Agenda 3/13/17

Board in Attendance:

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

Board Member Absent:

- Laura Waniuk, Membership Director
- Stacey Allen, Treasurer

Meeting was called to order at 5:40 pm

1. Vice President – Melissa

- Next event will be at The Charter, on April 12th. They will have a fish and vegetarian options available. The speakers will be Tina DeWitt and Patti Plagens, discussing financial issues.
 - Tricia said she would like a third member. Dana Erickson was suggested (double check to make sure she's an active member first) so she can be the third speaker.
 - Three different areas that they'll speak to, and allow time for questions.
- May's Event (Avon auto shop) need to look for a caterer, drink tickets?
 - Suggestion for Nicky's Quickies (Greek) out of Minturn, great for buffet style. We can also talk to Northside or Benderz burgers since they're just across the street.
- June (trying to get an answer out of Bol about holding an event there, but if it's confirmed at Bol, can we postpone Barb Waters' "risk" talk until August?)
 - Tricia said yes, she doesn't think postponing will be a problem.
 - Other options – 10th Mtn or Vail Brewing Company, both of which allow you to bring in your own food.
- July [catered] - at the new building by the Betty Ford Gardens, about the gardens
 - If we need tables, no sit down, check to see if Alpine Rentals can donate
 - Can get beer donated by one of the local breweries
 - Wine from Costco and do two drink tickets
 - Karen said she would call breweries to see if they'll donate
- August (potential El Sabor patio cocktails, with on-mountain afternoon activities beforehand?)
- Other ideas?



- Vail Brewing Company in Vail
- Boxcar
- Jessica to talk to Bobby about Root & Flower (should get Kim in as a member!)
- September – back at the Remedy for the open house!
 - We should incentivize women to commit to memberships in September – how do we go about this?
 - What about having an awesome event in October that’s “members only” to get people to sign up in September?
 - Also need to look at restructuring the membership tiers
 - Maybe incentivize people to help if they get a discounted membership
 - Can we look at including drink tickets?
- Dessert options if needed –Alison Stevens has a dessert catering business– be a spotlight speaker and can hand out the desserts?
 - Marla Lieblow also does her own catering
 - We should put a call out to members for catering
- Ask members to check a box if they have a business they want to promote

2. Programming - Tricia

- Recap March event- survey results and comment card feedback
 - Overall it went well, we had about 40 attendees total
 - General feedback was that 10 minutes was a little too long
 - Most people heard about it through the newsletter, or a member told them about it.
 - Primary reason people attended – networking
 - Venue/location – most said it was great!
 - What could be better next time: Cut down on the time to be able to meet more people
 - Should do 5 minutes, no signal to switch
 - Some said the place was noisy, and they wanted it to ourselves
 - Maybe do the networking first and then dinner, if you make a good connection then sit down to dinner together?
- Upcoming events
 - April event at Charter/Black Diamond Bistro - Topic: Finance Speakers: Tina DeWitt and Patti Plagens, and one more? Who is a financial advisor within VVBW? (See above – Dana Erickson!)
 - May - Topic: Auto Care - Avon Auto and Truck - Trish Schulteis and her partner, Paul will host.
 - Will parking be an issue? Maybe talk to Northside and the medical clinic check with them about parking?
 - Maybe check with Northside or Benderz about catering?
- June - Venue? TBD? - Barb Waters - "Get Out of Your Own Way"
- July - Venue? TBD? - Maybe Amy Arthur Packer?
 - What’s her topic? Don’t know yet, but she’s always gotten feedback as a good speaker



- We need to look more closely at the “conversion rate” of people who come in as guests (there was a woman who came a few times, Laura and Jess made a note to follow up with her after the event to make sure she becomes a member).
- Potential speakers - Laura Lodge, Kimberly Alexander (Career Coaching), Kris Sampson (Cancer Prevention Diet -Kaiser?), Lots of leads from Hollie Clere, Amy Cohen (Advancing in the workplace).
- Do we want to do an "alternative" location (i.e. Tara Faux offered her Art Studio, and have a less traditional speaker and a less expensive food option (i.e. Moe's, Yellow Belly, Smiling Moose) to save a little money to allow a bigger spend on the Holiday Soiree?
- Spotlight speakers – Tricia to reach out to a few members and get two spotlight speakers for each event, maybe the board members do it until people catch on that they can ask to do this?
 - Need to reach out to more members
 - Let's reach out to ambassadors from last (Lexi Mossman, Michelle Cahill, Holly Proctor has also volunteered a lot)
- Brittany Kenney, from VVF/YouthPower 365/Girl PowHer

4. Marketing / PR – Mel

- Nothing yet
- Tricia forwarded someone who wanted an ad?
- Maybe put in the announcements that we're looking for ads for the newsletter

5. Treasurer - Stacey

- Absent

6. Membership – Laura

- Absent
- Event Feedback:
 - 5 rounds was good, but 10 minutes might be too long per round
 - Tables/table layout worked better this year
 - Bell ringing halfway between each round was confusing - maybe get a different noise maker for round ending?
 - Everyone seemed to have enjoyed the event

7. Member at Large – Karen

- Scholarship committee head & members needed recruiting asap
 - Karen to contact Lisa Babb to see if we need a new head of the scholarship committee.
- Karen Lupis has said that she is absolutely not doing the holiday soiree again
 - How do we handle protocol for finding chairwomen for the committees?
 - Still haven't sent out the thank you notes from the previous Soiree
 - Leave the thank you notes with the Laura at the Town of Vail, Board members to stop by, pick up a few to write out if they can.
 - We didn't have people starting to recruit for silent auction until November
 - Do an introduction to the committee members to ask for silent auction?

- Do board members need to take a bigger role in it? Lori said she'd be willing to step up and help.
- Karen offered her house if we want an overnight in the summer for the Board to get to know each other better.
 - Karen also thinks that there shouldn't be meetings for a "handoff" between the old board and the new – we should do it at an overnight with the old board and the new board
- PinkVail – Karen and Lori discussing sending out an email for brunch, about food, parking information, etc. This year we're decorate pink helmet covers!

8. Secretary – Jessica

- Jessica reminded the board of Melanie Bartlett's proposal re: 501(c)(3) status
- The board said that's a lot of money to spend; there was some discussion about out financial priorities.
- Ask Stacey asking for the draft budget so we can review to see what funds we have available.

9. President – Lori

- Need Scholarship head & committee members – Melissa not able to commit
- Please respond to my emails within 24 hours, especially for agenda or urgent requests.
- Pink Vail Team – already discussed.

The meeting adjourned at 7:00 pm.

Next newsletter release: Copy due: Wednesday March 22nd noon
Release: Wednesday March 29th. (last Wednesday of month)
Next event: Wednesday April 12th Location: The Charter
Next board meeting: Monday April 17th – location TBD 5:30-7:30 Location: TBD
Next invite post sent: Save the Date: March 22nd (2nd to last Wed of month);
Reminders: April 5th (always 1 wk prior April 10th (always on Monday of event wk)