



## Board Meeting Agenda

**Date:** April 17, 2017

**Location:** Casa Mexico

**Document Name:** Board Meeting Agenda 4/17/17

### Board in Attendance:

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

### Board Member Absent:

- Melissa Decker, Vice President
- Stacey Allen, Treasurer

Meeting was called to order at 5:40 pm

### 1. Vice President – Melissa (Melissa wasn't present, but the board discussed used the notes she provided ahead of time for discussion).

- May: Avon auto shop with Trish Schulties
  - Tricia went to see Avon Auto Shop to figure out set up and thinks we can set up outside if the weather is nice, or we can set up inside. Tricia also mentioned that Trish Schulties knows the Taco Truck owner.
  - Karen said she had concerns about the speed of service with a food truck, and Tricia said as people check in, we'll tell them to get food and then people will have time to mill around.
  - Crazy Mountain has donated 2 cases of beer, and the board will go to Costco for wine.
  - Tricia mentioned topics for the event. Tricia and Paul said they could put one or two cars up (maybe a board member's car?) maybe run a diagnostic; can talk about brakes, brake wear and maintenance; oil checks/filters; tire wear and maintenance; what to do to get car ready for summer?
  - Someone said that they thought Laura had the menu for the Rocky Mountain Taco Truck, or we can also look at using Chronic Taco. Laura said that until we see what their costs are, we just don't know if it's an option. She also thought that a taco truck is better with fresher/hotter food. Tricia also pointed out that if space is a premium, the truck is better since it's outside.
  - We need at least one long table for the bar, one for water.
  - Trish said for parking, they'll do angled parking around the back and that she will talk to Northside about parking



- June event: Melissa put in her notes that she talking to the White Bison (above Up the Creek, with the nice patio in Vail), and we have Barb Waters lined up to give a talk that evening on "risk." Karen Perez may be able to speak to this space & is a friend of the event manager.
- July: The Betty Ford Gardens? A possibility for a back-up is that patio of El Sabor (in Lionshead) or an evening of beer drinking & education at Crazy Mountain. If a Lionshead event, we should advertise group hikes & bikes on mountain earlier in the afternoon before our event (?)
- August TBD one of the above choices
- September: Open house!
- October & Beyond: The possibility of "members only" events (BoI? Wine Education at Root & Flower? The Tenth? Other?) as a way to entice people to commit in September to joining as members, as opposed to just coming as guests when it's convenient for them?
  - The board discussed members only events for 2017-2018. Lori said we really need to think about whether or not this is a good idea, since we could then potentially be excluding a new comer or another potential member. Karen said that we could do it in addition to (not in place of) our monthly event. Lori said she thinks we should also do it in addition to.
  - Karen said she was still talking with Anna re: the open house in September – Lori said she had another contact for The Remedy (group sales, or something, Karen to check contacts in Google Docs).

## 2. Programming – Tricia

- Tricia recapped the April event, survey results and comment card feedback, and said we got great feedback! People liked the food, the speaker panel, the wine prices, and the fact that we had the whole place. It was one of the better events that we've had, and people loved the venue. Other feedback:
  - Most people heard about it through the newsletter
  - Some people are still having trouble registering on the website
  - People really loved this venue!
  - Some comments for improvement were to keep the audience quiet, maybe fewer Q&A
- May - Topic: Auto Care - Avon Auto and Truck - Trish Schulteis and her partner, Paul will host. Sue from Alpine party rentals will donate a few high top tables and linens, but we need to pick up and drop off down valley.
  - Laura said she can return them if nobody else can, but it wouldn't be until after work.
  - Karen said she got beer donated and we will need wine from Costco, board members to bring tubs for drinks and long tables for food.
  - Avon Auto has a few topics already planned unless we have specific topics. they plan to do two cars up in their service bays.
  - Parking – not an issue, the auto shop will do angled parking around back, and Trish will talk to Northside about using their parking too.



- The board then had a discussion about using Betty Ford Alpine Gardens for the event in July, and Laura said that with the cost of the set up, wine and beer, making a substantial donation, and not having a solid commitment from BFAG, maybe let's not do it. The board agreed to hold the July event at another location.
- Other potential future speaker ideas
  - June, July or August - Barb Waters - "Get Out of Your Own Way"
  - July - Venue? TBD? - Maybe Amy Arthur Packer? She has availability and flexibility
  - Laura Lodge, Kimberly Alexander (Career Coaching), Kris Sampson (Cancer Prevention Diet -Kaiser?), Lots of leads from Hollie Clere, Amy Cohen (Advancing in the workplace).
- Tricia mentioned that for an "alternative" location idea Tara Faux offered her Art Studio
- Spotlight speakers - the board agreed to only have one spotlight speaker at a time for now.
- Laura suggested that perhaps a future idea could be about real estate, as have member (Daniela, CJ, Leslie Grooters) who were all in real estate. She also noted that the attendees from this month's event really liked that the speakers had a take-away sheet

### 3. Marketing / PR – Mel

- The board said they liked how the pictures change for each newsletter
- The board discussed that a lot of businesses in the valley would benefit from having high(er) resolution headshots or business photos, and discussed members who might benefit from that need. Olga Barron – perhaps talk to her to spotlight for open house to do headshots? Other members to do it?
- Mel to put in newsletter (Laura to give info) how to update profile on the website, and include on how to login. Highlight the benefit of being in the directory, and having the profile will also help your SEO!

### 4. Treasurer – Stacey

- Stacey provided advance copy of a 2017 budget as the board requested, but the board agreed that we need more information. Maybe we need to be specific about what we need. The board agreed that we need Year to Date information: Lori said she wants to know what's available for scholarships, that she knows we have \$5,000, but don't know if we have any more as leftover from last year; we also need an accurate profit and loss statement.
- Do we have an accurate financial tracking of events? Don't know.
- The board agreed that an additional Quickbooks login might be helpful, and agreed to asking for one.

### 5. Membership – Laura

- # of Executive memberships, 34



- # of Associate memberships: 16
- # of Corp memberships: 3
- These are the corporate members Laura said could find in the web database: Ruggs, VVF, TV8 (trade), East West, Terra Faux (is she actually corporate?), Vail Daily (trade)
- We need to sell more corporate memberships, they're the best source of support. Talk to Town of Vail, and a lot of the realtors should be corporate (Slifer)

## 6. Member at Large – Karen

- Scholarship comm Lori & Karen - Just got our list today of potential recipients!
- Need board members to attend Youth Power Scholarship awards May 4th, 5:30 - 7 @ Battle Mtn. High School. Lori needs to RSVP ASAP so please let her know this week if you can attend.
- Holiday Soiree - thank you notes – we have a total of 37, each take 6 or 8 to send out. Divided up as follows: 1-6 Karen; 7-12 Mel; 13-18 Jessica; 19-24 Tricia; 25-30 Lori; 31-37 Laura. Karen to send out email template for what to write. Need to get these out soon.
- Update on committee members – start soliciting for open house. Lori said she can head up the open house committee.
- When do we start talking about elections and board member turnover? There was discussion about term limits, so the board referenced the bylaws for term limits, and the terms are:
  - President – 2 years
  - Vice President – 1 year
  - Membership – 1 year
  - Treasurer – 2 years
  - Programming – 1 year
  - Marketing – 2 years
  - Member at large – 1 year
  - Secretary – 1 year
  - Past President – 2 years
- Need a new holiday soiree member co-chair – Karen suggested Lexi Mossman, and agreed to invite her.
- There was general board discussion about the need to be open and flexible about memberships, we need to be more inclusive and welcoming. We need to reach out to more female groups
- Dana Erickson - would be a great person to be on the board; Barb Waters?
- Non-profit status update – still need to budget to see what we can afford.

## 7. Secretary – Jessica

## 8. President – Lori

- Discuss Scholarship donation amount \$5000 minimum, review budget to see if we can give more.
- Lori said to please respond to my emails within 24 hours, especially for agenda



Vail Valley Business Women

or urgent requests.

Meeting adjourned at 6:54 pm.

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**Next newsletter release:** Copy due: Wednesday April 19th noon

Release: Wednesday April 26th (last Wednesday of month)

**Next event:** Wednesday May 10th, Avon Auto Care

**Next board meeting:** Monday May 15th – 5:30-7:30 Location: TBD

**Next invite post sent:** Save the Date: April 19th (2nd to last Wed of month);

Reminders: May 3rd (always 1 wk prior) May 8th (always on Monday of event wk)