



Board Meeting Agenda

Date: October 16, 2017

Location: Stacey Allen's house, 751 Singletree Rd Las Vistas Unit # Q, Edwards, CO, Stacey (p) 970-331-3232

Document Name: Board Meeting Agenda 10/16/2017

Board in Attendance

- Lori Gleason, President
- Laura Waniuk, Vice President
- Mel McKinney, Marketing/ PR
- Stacey Allen, Treasurer
- Tricia Swenson, Program Director
- Jessica Woods, Secretary
- (Vacant), Member at Large
- (Vacant), Membership

Board Members Absent

- none

1. Vice President – Laura

- Trying to keep a track of locations contacted to know what was and was not confirmed. Dusty Boot BC (May, June July). Locations Planning (link to tracking chart) https://docs.google.com/spreadsheets/d/10US3TXOdFR9s6MzSopoqYZ9TU9IxlwIA_8toUfT5IMAo/edit?usp=sharing
- Send out reminder email to registered guests the day before or day of event with important information. Tricia to add in the event's agenda so members know what to expect.
- November event is Terra Bistro, NOT the Progressive dinner. Don't have access to the bar – will have a separate bartender, or from a server? Laura to check.
- Laura said the meeting with Melissa likely will not happen, and Melissa gave Laura all of her files in a Dropbox file and sent it to her, which should be fine for Laura.
- Website training – mandatory (Nov. 6) (see also below under Membership)

2. Programming – Tricia

- *Recap October Event* - Survey results and comment card feedback.
 - **Comments:** One person said the event was too long. Two guests said the food was not good. 8 found out about the event through the Newsletter, or the event invitation. The Board discussed the fact that as the Valley restaurants get more and more expensive, it gets harder to feed people (affordably!). Make sure guests know about the cash bar. Suggestion to have more structured networking. 10 members said that they would recommend us. Overall great feedback from the October event!

- Board agreed that the event venue was great, but the food was expensive. Would like to have labeled food (gluten free, etc.)
- Brainstorming ideas with Bright Future Foundation.
- *Upcoming Events*
 - November: NO PROGRESSIVE DINNER; hoping to move that to Harvest in January. Laura and Robin Litt are talking about this. Tricia said she's trying to reach Dr. Bettenhausen to see if she is available to talk about aging through the ages.
 - Get a Spotlight speaker for Nov. Event and have Lexi talk up holiday Soiree auction, seeking out auction items, etc.
 - Ideas for speakers- Lori to send Tricia the name of her Doctor friend who just joined.
 - December: Holiday Soiree @ Antlers
 - January 2018: Progressive Dinner (buffest at Harvest?). Start it early so it doesn't go too long.
- Get to know you Bingo Card for a networking? Perhaps a good idea as a backup for November.
- What about setting goals and accountability check-ins?

3. Marketing / PR – Mel

- TV 8 non-trade renewal.
 - Board discussed whether to ask them to renew with a marketing campaign or to just let the contract go. Has TV8 been effective for us? Should we do some kind of campaign? Trade agreement?
 - Still have 2 more interviews before Nov. 30
 - One Member noted that the TV8 people do not come to the events; we give them ad space they don't use. Mel said she hadn't responded yet to the email.
 - Board agreed not to renew with TV8.
- KZYR or AMT. Mel said she was happy to reach out to them, but she wasn't sure if they had any ladies on staff.
- Maybe reach out to Glow (women's magazine)

4. Treasurer – Stacey

- The Board discussed the budget and where our numbers are (see below) and how we proceed to select our venues and events. Trying to get a PPA.
- The Board discussed the collective approach for building the budget for next year, basing it on the projected membership numbers, only spending 90% of that number.
- Credit card from Melissa shredded, Stacey ordered another one for Laura.

5. Membership – Laura

- Membership counts according to WooCommerce:
 - Guests – 106
 - Associate – 28
 - Executive – 44
 - Corporate – 4? (Ruggs, VVF, TV8, Vail Daily) Sent and email to East West Resorts but never heard back. Stacy said she has a meeting with another division and will see if she can get a contact. Laura said she wanted to do another brainstorm for other orgs for Corporate.

- Holiday Soiree will be held at the Antlers on Dec. 13 - Lexi managing
 - 4-5 people on the committee right now, meeting with them on 10/19
 - Lots of follow up with Antlers for December
- Website training for entire board all must be present - 11/6 at Town of Vail office:
 - Cover Event Counts; Registration of members; Membership #'s; Invoicing.
- Need help, possible delegation of event nametag prep to Jessica. Jessica to handle.
- Help with invoicing, updates on checks for corporate memberships from Stacey.

6. Member at Large – Vacant

- Still looking for 4-5 people on site that may be able to help out. Put Clare on as a “maybe”
- Non- profit status & price quote for this needed. Jessica to take on. Got the quote from Melanie, \$4,200 to get the 501(c)(3). Board voted unanimously for the approval.

7. Secretary – Jessica

- How to move forward with the member complaint. Board discussed how to handle – should we reach out to the member to see if she still wants Karen removed as a member; and if she does, then we need to get Lexi and Karen to come in and talk to the board. Any Member does have to power to request removal.
- Decided to ask Lexi and update her as to what occurred. Karen resigned due to other family commitments.

8. President – Lori

- Additional board member suggestions
 - Holly Proctor (Laura said she can't). Dana Erickson (Tricia to talk to) Daniela? Perhaps more as an ambassador. Clare Christensen (Lori to reach out to); Maren Cerimele (Lori); Karen Lupis (?)
 - Michelle Cahill (maybe?) to help as an ambassador
 - Would any of the Ruggs Benedict women help?
 - Olga – Ambassador?
 - Maybe bring Barb in as an ambassador
- Partner with other groups: VVYP; Mountain Careers
- Update your VVBW profiles & photos with new headshots
- Board Retreat/meet-up. What about the Avon Escape Room? Board agreed to try to make this happen. Can we get a discount in exchange for advertising?

9. Past President – Clare

- No agenda items received

Meeting concluded at 8:00 pm.

Next newsletter release: Copy due: Wed. Oct. 18th; Release: Oct. 25th (last Wed. of month)
Next event: Wednesday November 8th at Terra Bistro
Next board meeting: Monday November 13th, Location TBD
Next invite post sent: Save the Date: October 18th (2nd to last Wed of month);
Reminders: Nov. 1st (1 week prior to event) and Nov. 6th (Monday of event week)