



Vail Valley Business Women

Board Meeting Agenda

Date: November 13, 2017

Location: Town of Vail Offices

Document Name: Board Meeting Agenda 11/13/2017

Board in Attendance:

- Lori Gleason, President
- Laura Waniuk, Vice President
- Jessica Woods, Secretary

Board Members Absent:

- Tricia Swenson, Program Director
- Stacey Allen, Treasurer
- Mel McKinney, Marketing

1. Vice President – Laura

- December: Antlers - Holiday Soiree
 - Soiree committee meeting today after today's board meeting.
- Laura will update the role manual for Vice President
- Send reminder email to registered guests the day before or day of event.
- Website training – mandatory – January
- April & May – Hovey & Harrison or Craftsman?
- **Locations Planning:** Link to tracking chart:
https://docs.google.com/spreadsheets/d/10US3TXOdFR9s6MzSopoqYZ9TU9IwIA_8toUfT5IMAo/edit?usp=sharing

2. Programming – Tricia

- Recap November event - Survey results and comment card feedback.
 - Feedback summary [here](#).
 - A lot of people had issues with the drinks service, not letting us go to the bar. Talk about whether or to hold an event at Terra Bistro again next year – expensive, gets noisy, the bar is expensive
 - People didn't like the fact that we had to share the bar & it was noisy
 - Meal timing was bad – same feedback as last year
 - Sometimes the speaker was hard to hear.
 - Note about the amount of food – comment from last month's event at the Ritz (not great for food).
- It would be great to carry out our 40th theme with trivia either in our newsletter
- No Guest Speakers the next two events due to Holiday Soiree in December and Progressive Dinner in January.

- February 13th Event: Dr. Bettenhausen has received the speaker form to fill out and is going to work on her presentation during the off season. She will focus on Reproductive Health and specifically Hormones through the ages. Tricia will forward her email, should be very interesting for various age groups!
- Linda Lebid of 2Much Stuff said she'd love to be a guest speaker. She offers professional organization services, including Time Management for corporate & individuals. www.2much-stuff.com
- Ask Tricia to look into Girl PowHER events

3. Marketing / PR – Mel

- 2 TV 8 spots left – Since we're not renewing our agreement with them, we need to use up our remaining television spots up this month for the Holiday Soiree.
- KZYR or AMT. Mel said she was happy to reach out to them, but didn't think they have any ladies on staff. Lori to update later.

4. Treasurer – Stacey

- Need a most recent financial statement and a balance sheet for non-profit.

5. Membership – Laura

- Membership counts according to WooCommerce:
 - Free - 107
 - Associate - 29
 - Executive - 44
 - Corporate - 4? (Ruggs, VVF, TV8, Vail Daily)
 - Reach out to: East West Resorts? Select Surfaces?
- Holiday Soiree will be held at the Antlers on Dec. 13
 - Lexi has 4-5 people on the committee right now
 - Daniela, Barb also offered to help
- Website training for entire board all must be present - need to reschedule for after January at Town of Vail office:
- Event Counts
- Registration of members
- Membership #'s
- Laura to ask for help from Stacey with invoicing, updates on checks for corporate memberships.

6. Member at Large – Lori to update

- Lori to take it on until we fill the position
- Karen Lupis said she couldn't do it

7. Secretary – Jessica

- Non-profit progress
- Jessica to ask Melanie if we can classify ourselves as a non-profit once we get things filed

8. President – Lori

- Board discussed member suggestions for Member at Large & Membership
- Update your VVBW profiles & photos with new headshots
- AMT wanting to sponsor an event, we can talk trade with them too.
- Retrieving beverages from KP – beer, water, La Croix – Jessica to ask

Next newsletter release: Copy due: Wednesday November 22nd

Release: November 29th (last Wednesday of month)

Next event: Wednesday December 13th Holiday Soiree at Antlers

Next board meeting: Monday December 18th, TBD

Next invite post sent: Save the Date: November 22nd (2nd to last Wed of month);

Reminders: December 6th (always 1 week prior to event) and December 11th (always on Monday of event week)