



## Board Meeting Minutes

**Date:** June 19, 2017

**Location:** Basecamp

**Document Name:** Board Meeting Minutes

### Board in Attendance:

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

### Board Members Absent:

- None

**Meeting was called to order at 5:40 pm.**

### 1. Vice President – Melissa

- July Event: July 12 at El Sabor: they're giving us good buy-out rate (the only way they'll do it) of \$1000 + tax, with chips, salsa & guac on their large Creekside patio, then a taco buffet before our speaker. This is a great deal!
  - Melissa is working on drink deals and celiac options (tougher with tortilla/rice based meals).
  - Timing of the speaker/buffet (perhaps a bit later than usual, so as to be fully able to enjoy their lovely patio and some more summertime networking before the speaker?)
  - Speaker: Amy Arthur-Packer – does she have a handout? If so, she can get it to Laura before the event.
  - Need to advertise that it's a buy out! Guests will love it.
- August Event: Crazy Mountain with Ekahi food truck. Melissa need to lock down the details of a potential brewery tour/beer talk with the Edwards folks.



- We did not ask Crazy Mountain to close the venue - Melissa asked about room rate, and they said won't charge us a room rate if they can keep it open to the public.
- Excited about doing a tasting @ Crazy Mountain if that's the way they want to go.
- Re: Ekahi – it's \$400 to get the food truck there, but that includes entrees for 20 people, they do have gluten free options; \$10 for each additional person. Then would hand out tickets to our guests.
  - Ekahi offered to let a few go into the location in Eagle to try some food and create a meal within the budget
  - When do have to give them a head count? Karen to check, but she said she didn't think it would be a big deal.
- Beer education – having an outside speaker, speaker and venue in one
- Laura – is there a female speaker at Crazy Mountain who can do beer education? Marissa? Karen said she will check on it, and then pass off to Tricia.
- September: membership drive/ Open House: Remedy – Four Seasons
  - Karen - talked to new person at the Four Seasons for September event
- October: Owner of French75 has a space in the Seasons building, Tricia knows the guy; suggested that Tracy Miller has done cooking classes at that location before (if he gives us a reasonable rate).
  - Other places: Revolution; Vail Chophouse; Park Hyatt 8100; Allegria Spa?

## 2. Programming - Tricia

- Recap June event, survey results and comment card feedback
  - Great feedback on the speaker; background noise – hard to hear; in the future, put the speaker on one side or the other (speaker was in the middle, which wasn't great for acoustics).
  - Guests loved the big portions, there was a request for a speaker on Emotional Intelligence, maybe as a follow up?
  - Survey monkey – 16 responses, 2 corp, 7 exec, 1 ass, 5 guests.
  - Comments: eating during the speaker is distracting; like when rotate members. Board discussed and said that we always have the speaker present while we're eating.
  - Got a great written comment – want to put on the website, send comment to Mel to put in the newsletter.

- Speaking during the event (side conversations) – board members have to keep a hold on the tables; Tricia to say something about respecting speakers and not talking during.
- July – Amy Arthur Packer, business coach, "A 3 Step Process for Leading with Passion, Purpose, and Positivity".
- August – The beer education event at Crazy Mountain Brewery
- September – Open House at Remedy – Four Seasons
- October - ???
  - Karen suggested health care plans and topics – Stacy Gilbert?
  - Bright Future Foundation to do a plug for the soiree in October?
- Spotlight speakers – Tricia asked about reaching out to a few members o get two spotlight speakers for each event until people catch on that they can ask to do this?
  - Maybe reach out to GirlPowHER to have them come in and speak?
  - Maybe ask at check-in? Have a list for people to sign up.

### **3. Marketing / PR – Mel**

- No agenda items

### **4. Treasurer - Stacey**

- Have a financial statement (Jessica scan and send out, and put on Google Docs)
  - Donating the \$5,000 for the scholarships
  - The Board is in a good financial position at the moment
  - Have money that we carried forward for another year; Lori suggested increasing the scholarship donation next year.
- Re: budget; Laura suggested the more specific that we can get regarding the number of each class of memberships, she's better able to visualize and set goals, so she asked if Stacey can break it down by specific membership categories.
  - Next board meeting at Town of Vail for July so Laura can pull up the numbers on a screen.
  - Compare year to date and put on Google Docs
  - Can we break out the event costs (by month)
    - Can show the dues
  - Should allocate more for the open house and the Soiree

- Money in the budget to set up the 501©(3) – Board unanimously agreed, and Karen said she would start to look at that.
- Melissa suggested a better, more accessible business directory – an easier one to be able to sort through by category
  - Active status v inactive; tagging with categories
  - With the rolling memberships, is there a way to set up reminders? Seems like something that would
  - Talk to Claire about figuring out how to notice people re: their membership status.

## 5. Membership – Laura

- Membership counts according to WooCommerce:
  - Associate - 17
  - Executive - 35 (one new this month)
    - Corporate - 5 (Ruggs, VVF, East West Resorts, TV8, Vail Daily)
    - One new member this month – Barb Waters?
- Need to reschedule membership strategy brainstorm meeting
  - Need to tack on an additional 30 minutes for a strategy meeting re: membership benefits at the next board meeting in July.
- Holiday Soiree will be held at the Antlers on Dec. 13 - need a couple more people on the committee
- Discuss Open House, acquisition and retention of members
  - Should be in that membership brainstorm
- Please register before the RSVP deadline, it takes some work on the website back end to handle late registration.

## 6. Member at Large – Karen:

- Committee members – how many people do we need?
  - Lori, Karen, Laura, and Lexi
  - Holly Proctor has said she will be on the committee
  - Olga for the open house – she may want another in-kind exchange (additional guest, percentage off membership?) Karen has asked her to submit a proposal
    - Open house? Headshots/discount – add as member benefit?



- Send out agenda that has all of the information
- Laura said needs 4-6 additional people – Karen said she'll try to recruit 6 people for the Open House

#### 7. **Secretary – Jessica**

- No agenda items.

#### 8. **President – Lori**

- Holiday Soiree meeting following board meeting
- Discuss progress of your Strategic Initiative assignment
  - Email Lori with the category, if need to change deadline, and update
- Discuss new board members for your position or remaining on the board
  - Barb Waters said she would be interested in Member at Large
  - August - Election
- Discuss event etiquette & keeping our guests from talking during the speaker presentation
- Please respond to my emails within 24 hours, especially for agenda items, attendance or urgent requests.

Meeting adjourned at 7:00 pm.

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**Next newsletter release:** Copy due: Wednesday June 21<sup>st</sup>

Release: June 28<sup>th</sup>.(last Wednesday of month)

**Next event:** Wednesday July 12<sup>th</sup> Location: El Sabor

**Next board meeting:** Monday July 17<sup>th</sup> – location TBD 5:30-7:30 Location: TBD

**Next invite post sent:** Save the Date: June 21<sup>st</sup> (2nd to last Wed of month);

Reminders: July 5<sup>th</sup> (always 1 week, prior July 10<sup>th</sup> (always on Monday of event week)