

Board Meeting Agenda

Date: July 17, 2017

Location: Town of Vail

Document Name: Board Meeting Agenda 7/17/2017

Board in Attendance:

- Karen Perez, Member at Large
- Jessica Woods, Secretary
- Laura Waniuk, Membership Director
- Stacey Allen, Treasurer

Board Members Absent:

- Lori Gleason, President
- Tricia Swenson, Program Director
- Melissa Decker, Vice President
- Mel McKinney, Marketing/PR

1. Vice President – Melissa

- August event at Crazy Mountain with Ehadi food truck. I need to lock down the details of a potential brewery tour/beer talk with the Edwards folks. A very good deal on the Ehadi truck that Karen Perez will be able to give us details on.
- September: Discuss new location? Karen to check and see if poolside is an option, and make sure they can do food in our budget.
- October: potential event at Food by Marc in Avon. This is the owner of French75 in Edwards (right next to the Bookworm)
- **Open House:** Some time ago, Karen communicated with somebody at the Vail Four Seasons who told her that we were good to go for our 9/13/17 membership event at the Remedy. A month or so ago, when 4 Seasons management backpedalled on this reservation, telling us that another group had already booked this space. The Four Seasons is now telling us that we can have the downstairs banquet room for our event (pictures attached of the room in which we had our May 2016 event with the 2 "network over coffee & lunch" speakers - a nice space for a dinner, but a significantly less appealing space for a fun membership mixer) & pay more for our food than we did last year.
 - Karen told me last night that she has spoken to an events person up at the BC Ritz about potentially hosting our September event. I have some concern as to whether we'll be able to draw the crowds we're looking for, if it's held up the hill at Bachelor Gulch, but am interested in knowing the group's thoughts on this.
- Ideas on an October location would also be gratefully accepted: The Gashouse, the Avon space of the Bistro75 guy in the Seasons? What about the new place in Edwards – Craffhouse?

2. Programming - Tricia

- Recap July event - Survey results and comment card feedback
 - We got three comment cards, survey monkey will have the results if you want to pull up the latest survey. Comment Cards:
 - "Love the new venue - regardless of rain! Liked practical tips, liked resources" - Clare Hefferren
 - "Excellent Presentation" - Betty Ann Woodland
 - "On point presentation". Under the WAY TO IMPROVE line, she wrote: "visualization was hard to focus on" - not sure what she meant by that and under the "May we contact you regarding this and/or for testimonial purposes", she circled "no". - she didn't leave a name.
 - Overall, I think it went well and I had comments from our speaker, Amy
 - August: Crazy Mountain Brewery/Food Truck.
 - September – Open House at Remedy – Four Seasons
 - Maybe the "get to know you" Bingo Game we've played before where you have to find someone who has done one of the things on your square on your bingo card (i.e. "Find someone who has lived in Alaska" and they have to find someone at the meeting who has lived in Alaska and then they can check off that square).
 - Or maybe a short exercise where you list three things you want to do in the next month, i.e. maybe it is calling on three new potential clients, or maybe it is taking a class to learn a new skill, etc. Then you share what you are planning to do with the person next to you (because saying it out loud makes us more accountable) and maybe we have to email that person in one month to tell the if we did those tasks or not. Just a few suggestions.
 - I just feel with other women's organizations like Women Who Wine and Women, Wine & Wellness, there are plenty of happy hours with a business slant for women that are free to attend, so I just want ours to continue to stand apart from those.
 - October –
 - Spotlight speakers - should I just reach out to a few members and get two spotlight speakers for each event until people catch on that they can ask to do this?
 - And just a reminder that Sept. will be the Membership Drive, so no speaker there, either. Is there another type of quality activity we could have everyone do to promote their business or service to others at Crazy Mtn. Brewery to let the women still feel like they are getting more out of the meeting?
 - We still need a venue for October and I need to get a speaker for that date as well.
- 4. Marketing / PR – Mel**
- No agenda items rcvd
- 5. Treasurer – Stacey**

- Review more detailed budget for 2017 budget as the board requested, discuss a picture of where we are YTD and with some comparison data for 2016.
- The members present discussed the Statement of Activity Comparison (from 2015-2016, and 2016-2017), and Statement of Activity by Month.
- The board members present agreed to move forward with the 501©(3)

6. Membership – Laura:

- Membership counts according to WooCommerce:
 - Associate - 17
 - Executive - 35 (one new in the works - Jolina Karen)
 - Karen Jolina – wants to push her event, Red Shoes Experience
 - Corporate - 5 (Ruggs, VVF, East West Resorts, TV8, Vail Daily)
- Need to reschedule membership strategy brainstorm meeting - send doodle poll
- Discuss Open House, acquisition and retention of members
- Holiday Soiree will be held at the Antlers on Dec. 13 - need more people on the committee
- Laura out for next board meeting on 8/21.
- Need to have a searchable database, Jessica to talk to Clare about the website.

7. Member at Large – Karen:

- Update on committee members
- Non- profit status update
- Olga – in-kind membership for Executive for the Open House; \$100 for headshots, \$50 donated toward the scholarship fund. Maybe she could also shoot candid photos at two other events, Karen to communicate with Olga. Whenever her current membership ends, the new in-kind starts. The board members present voted in favor of this.
- Crazy Mountain August 9 – speaker about beer, one of the women brewers/owners; Karen to check if members get one free beer with event; do we need to bring waters?; need a write up for the newsletter; Ehadi food truck coming, confirmed today. \$400 for 20 people, Melissa and Karen are going to go to choose the menu, possibly add dessert, will have tickets and need them at the event.
 - Start putting out the dinner at 6, need to get them numbers by Monday
- Ritz Bachelor Gulch. The new marketing director really wants to work with this. Could do members only brunch? 2 for 1 eagle county residents (have to show proof of residence) (\$40) \$15 bottomless mimosas and bloodys.
 - Members only event for October?

8. Secretary – Jessica

- No agenda items rcvd

9. President – Lori



- Do we still want to have the board excursion on the 30th, since only half of us can make it? Board agreed to cancel the event for now; look at rescheduling, also brunch maybe?
- Please respond about your board position & any suggestions for replacements if you are leaving that position
 - Stacy – Treasurer – Yes
 - Jessica – Secretary –Yes
 - Mel – Marketing – Yes
 - Melissa – VP – No
 - Lori – President – Yes
 - Karen – At large
 - Laura – Membership
 - Tricia – Programming – Yes
 -
- We need to reschedule the Membership Brainstorm
- Holiday Soiree meeting is on Tuesday July 18th, location? Town of Vail
- Please respond to my emails within 24 hours, especially for agenda items, attendance or urgent requests.

Meeting adjourned at 6:45 pm.

(please double check dates)

Next newsletter release: Copy due: Wednesday July 19th

Release: July 26.(last Wednesday of month)

Next event: Wednesday August 9, Location: Crazy Mountain Brewery Edwards

Next board meeting: Monday August 14 – location TBD 5:30-7:30

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

Reminders: 8/9 (always 1 week prior to event) and 8/14 (always on Mon. of event week)