



## Board Meeting Agenda

**Date:** August 14, 2017

**Location:** Jessica Woods, Home, 1105 Deer Blvd, Avon, CO

**Document Name:** Board Meeting Agenda 8/14/2017

### Board in Attendance:

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

### Board Members Absent

Meeting called to order at 5:34 pm.

#### 1. Vice President – Melissa

- September: Larkspur Open House. We will have a “chef’s choice”, we are wedged between two fancy weddings, we will have lots of food, but not sure what we’re going to have. They know that they have to have gluten-free options, etc.; as long as we have a lot food, should be okay. Larkspur always has good food, so although would like to know the menu in advance, it should be okay.
  - Izzy Piaggi is still the events coordinator.
  - Glasses of wine will be \$8
  - Market the event for 40<sup>th</sup> Anniversary!
- October: Melissa - Vail Chophouse (\$32 includes salad, butternut squash ravioli (veg option) steak or trout, plus dessert).
  - Speaker – someone to talk about health insurance?
  - Could have the microphone in this one
- Members only events? Karen said the marketing director at Ritz-Bachelor Gulch asked about 40<sup>th</sup> anniversary event, maybe for November?
  - Look at the Ritz v Chophouse for October event.
- Laura is looking at getting the directory together. How do we get profiles set up?
- Do we have any budget to pay to fix specific things on the website?
- Clare not to be of much help now that the website has been handed off
- Laura said she would look at what it would cost to fix

#### 2. Programming – Tricia

- Recap August event – Survey results and comment card feedback.
  - Good feedback about the venue, food, and speaker
  - Suggestion to have someone walk around to introduce people to each other; Tricia good to do that.
- Upcoming events:
  - September – Open house @ Larkspur
  - October Event – Speaker about health care. Stacey Gilbert, Karen to get Tricia the info
  - November – Progressive dinner at Terra Bistro? See if we can rope in Stacey Allen to help
  - December soiree/event include 40<sup>th</sup> anniversary
- Should have CME become Corporate Members
- Lexi to continue to solicit silent auction items at events.
- In the last meeting notes it mentioned bringing the technology to have members update their profiles...Tricia wondered if we could tie that in with some kind of techie topic, like "how to maximize your Linked In Profile" and have everyone bring their laptops and utilize that kind of training? The board didn't really think that was a feasible idea, even though it would be helpful.
  - We need to find out if MySalesButler can get the directory together
  - Registration should require the profile to be complete first
- Betty Ann Woodland would like to be on the Vail Daily Corporate Membership. Tricia said she's fine with that, but if that is the case - her name tag should say Vail Daily instead of Keller Williams.

### **3. Marketing / PR – Mel**

- Open House – Carole Buckovich and Mark Bricklan are aware that we want to advertise; for TV8, need to know how many spots are left. Thought it was supposed to be 6 total interviews, and only used one for the soiree. Mel was hoping that there's more than that.
- Trade for Membership – VVP or KZYR AlwaysMountainTime; reached out to Maren Cerimele with VVP, to find another outlet.
- Add guests to newsletter list? Is it a member benefit? Board agreed to allow it.

### **4. Treasurer – Stacey**

- Discuss our collective approach for building the budget for next year basing it on the projected membership numbers and only spending 90 % of that number.
- Taking #s from where Laura, to build numbers to plan budget for next year.
- 5 corporate, 37 executive, 17 Associate. Karen pointed out that those numbers are now maybe misleading or overinflated because have rolling memberships.

### **5. Membership – Laura**

- Membership counts according to WooCommerce:
  - Associate – 17
  - Executive – 37 (one new this month)
  - Corporate – 5 (Ruggs, VVF, East West Resorts, TV8, Vail Daily)

- Holiday Soiree will be held at the Antlers on Dec. 13 - need more people on the committee
- Look through the guests to send an email to invite them
- Ad in the Vail Daily?
- TV8 interviews
- Ideas for Open House theme/activities
  - Separate idea sheet found here: [https://docs.google.com/document/d/1AyXklsUUWPK9z8sobkKPUm5l\\_6L4p89yIC7gSTQYE34/edit?usp=sharing](https://docs.google.com/document/d/1AyXklsUUWPK9z8sobkKPUm5l_6L4p89yIC7gSTQYE34/edit?usp=sharing)

## 6. Member at Large – Karen

- Update on committee members - need 7 people, Karen said she will get the 7 people. Putting sign up sheets out at events to get volunteers.
- Start putting the non-profit proposal together.
- Board approved – Olga gets executive membership for in-trade; people who want to buy headshots, discount to \$100 and will donate 50% to the scholarship fund.

## 7. Secretary – Jessica

- Membership drive/open house for Sept – next meeting, set up conference time,
- September 22 @ noon for a call in?
- Jessica to be out of town for the Sept board meeting

## 8. President – Lori

- All board members need to RSVP to the events before the deadline. If the board is an associate, Laura can refund if necessary. Attendance to events & board meetings; need to know who's going to be there to set up.
- WFCO Dinner – Stacey Allen (contact her for her to pay) to pay for attendees Karen, Melissa, Laura & Tricia
- Maren Cerimele (VVP) she talked about having a joint mixer
  - Jessica to reach out to VVYP to see about a joint mixer
- Board Retreat/Meet Up – Should we do a brunch?
- Open House & Membership Brainstorming – Schedule 2<sup>nd</sup> meeting. Conference call, get Barb in on that too, maybe doing something during the day.
- Off site meeting & onboarding
- Lori to send out meeting notes from last membership meeting
- Karen asked about changing the board meetings from a Monday
- Out of town August 18<sup>th</sup> - September 4<sup>th</sup>

Meeting adjourned at 6:54 pm.

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**Next newsletter release:** Copy due: Wednesday August 23<sup>rd</sup>

**Release:** August 30<sup>th</sup> (last Wednesday of month)

**Next event:** Wednesday September 13<sup>th</sup> Location: Larkspur

**Next board meeting:** Monday September 18<sup>th</sup>, Location TBD

**Next invite post sent:** Save the Date: August 23<sup>rd</sup> (2nd to last Wed of month);

**Reminders:** September 6<sup>th</sup> (always 1 week prior to event) and September 11<sup>th</sup> (always on Monday of event week)