



Board Meeting Minutes

Date: September 18, 2017

Location: Town of Vail Municipal Offices

Document Name: Board Meeting Minutes 9-18-2017

Board in Attendance:

- Lori Gleason, President
- Laura Waniuk, Membership Director (Call in)
- Mel McKinney, Marketing/PR
- Clare Hefferren, Past President
- Tricia Swenson, Program Director
- Stacey Allen, Treasurer (Call in)
- Barb Waters, Incoming Vice President

Board Members Absent

- Karen Perez, Member at Large
- Jessica Woods, Secretary
- Melissa Decker, Vice President

Meeting called to order at 5:40 pm.

1. Vice President – Melissa/ Laura

- October 2017 at Ritz Carlton Bachelor Gulch. Buffet style and nailing down gluten-free food.
- Need to book location for November 2017
- Potential speakers
 - Mind Springs Health - get contact info through the post-event survey
 - Laura will get info on speaker from Leeds School of Business course

2. Programming – Tricia

Recap September event

- Survey results and comment card feedback, good venue, wine prices & trivia. Food seemed to be the only potential issue.
 - Carolyn Connolly has a good testimonial in this month's survey
 - Question 10 has a potential committee member
- We needed more ambassadors to help relieve board members at tables.
- Tricia suggested carrying on our 40th theme with trivia in our newsletter. Group decided against prize of \$5 off next event ticket price(do for fun)

Upcoming events:

- October: Amy Moser from the Ritz.
 - Tricia will give her talking points/questions to help direct the topic.
 - Lexi and Mel can be October Spotlight Speakers. Lexi will focus on the Soiree and Mel in Domestic Violence Awareness.
- November: Progressive Dinner networking event at Terra Bistro?
 - Stacey agreed to ask if VVBW can host event at Terra.
 - Clare reminded the group that walk-ins were not promoted for this event.
 - Networking questions to be revisited/revamped.
- December Event: Antlers Holiday Soiree - Dec. 13
- January 2018: Should we do a "taxes" or "health care" topic in January so people have time to get their deductions or insurance benefits in order before tax season? February 2018: Relationship topic?
 - Suggested speakers include Dr. Jennifer Bettenhausen on healthy hormones, Pam Beaudin on insurance and billing, Robin Thompson on nonprofits and contributions.
 - Love Yourself - based on 16 Personalities, Emotional Intelligence (EQ)
- March/April 2018: Another cars and auto care topic? Maybe change topic slightly to maintenance planning or car brokers. Lease vs. buy.
- Potential events with Vail Valley Partnership and Vail Valley Young Professionals
 - Perhaps these can be co-ed events?
- Mel will scan and email Tricia the list of potential speakers/Spotlight Speakers from Open House.
- Incorporate "Meet the Board" in newsletters
- Revisiting "Getting to Know You" questions for all events.
 - Have these at all events.
 - Ask new members or guests to raise their hands and ask people to make an effort to meet.

3. Marketing / PR – Mel

- Mel shared info on V.V.P. membership. She inquired with Maren on a trade, which VVP is unable to do.
 - Maren is checking with VVP members on a corporate membership. Mel will follow up.
 - The VVBW Board decided we can't do a VVP membership at this time due to cost and value.
- Mel asked about trade agreements.
 - Tricia will send agreement to Mark Bricklin to be signed. Mel will follow up with KZYR and TV8.
 - Clare asked about Radio Free Minturn. Unfortunately, RFM runs spots for financial supporters and fellow nonprofits. VVBW needs to gain 501(c)3 status or donate to RFM.

- o Mel asked about Always Mountain Time. AMT is not interested in trade.
- Regarding Open House promotions
 - o Two ads ran in Vail Daily (½ page and ¼ page)
 - o Three TV8 interviews
 - o One interview on KZYR
 - o Town Talk mention

4. Treasurer – Stacey

- Stacey suggested building the budget for next year basing it on the projected membership numbers and only spending 90 % of that number.
 - o Per person estimates should be lower than \$38 each.
 - o Budget has been approximately \$16,000 per year
- Membership numbers (as of Monday, Sept. 18) are under membership
 - o 5 corporate, 40 executive, 20 Associate
- The board decided to keep the cost of the PO Box in Vail for tax purposes (needed for taxes)
- Free memberships for all board members
 - o Lori moved to vote on comping all level. Tricia seconded.
 - o Board voted that no level is comped.
 - o Decision was made based on the need for funding. Maybe revisit when VVBW has more than 100 members.

5. Membership – Laura

- Membership counts according to WooCommerce:
 - o Associate – 22
 - o Executive – 40
 - o Corporate – 5 (Ruggs, VVF, East West Resorts, TV8, Vail Daily)
 - o Ruggs Benedict and East West Resorts need invoices
 - o Vail Valley Foundation has received an invoice
 - o TV8 and Vail Daily are trade
 - o Stacey mentioned that Vail Mountain Lodge will do Corporate
 - o Stacey pointed out that East West is for spa employees only. Not all staff.
- Membership issues
 - o Individuals not registering. One claiming to be a Vail Daily employee.
 - o Tricia will collect a list of VD members
 - o Other individual will be dealt with as necessary
- Holiday Soiree: Need more people on the committee
 - o Possible contact in survey and will be mentioned at October event.
- Website training - to be scheduled post October 19
 - o All board members to be trained

6. Barb Waters

- Clubrunner software - possible integration or replacement of current
 - o \$199 one time ongoing support or 30 day free trial
 - o Barb has worked with CR in the past and suggested it

- o Board decided to stick with current site content management system due to time and funding. Also, any issues may be remedied with board training.

7. 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.

8. Secretary – Jessica

- No agenda items
- Will need updates on committee members and nonprofit status

9. 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 to pay for attendees)
 - o Karen & Tricia
- Maren Cerimele (VVP) she talked about having a joint mixer
 - o Jessica to reach out to VVYPA to see about a joint mixer
- Board Retreat/Meet Up – Should we do a brunch?
- Open House & Membership Brainstorming – Schedule 2nd meeting. Conference call, get Barb in on that too, maybe doing something during the day.
- Off site meeting & onboarding
 - o Suggestions for dinner are Yellowbelly, La Bottega, Ludwig's
- Group decided on board group photo (No. 88).

Meeting adjourned at 7:30 pm.

Next newsletter release: Copy due: Wednesday, September 20th

Release: September 27th (last Wednesday of month)

Next event: Wednesday, October 11th Location: Ritz Carlton

Next board meeting & Off Site Meeting: Monday, October 16th, Location: Town of Vail

Next invite post sent: Save the Date: September 20rd (2nd to last Wed of month);

Reminders: October 4th (always 1 week prior to event) and October 9th (always on Monday of event week)