

Board Meeting Minutes

Date: September 19, 2016

Location: Vail

Document Name: VVBW Board Meeting Minutes 09-2016

Board in attendance:

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

Outbound Board in attendance:

- Presley Ilieva, Treasurer
- Bex White, Marketing/PR
- Karen Lupis, Member at Large
- Abby Dann, Secretary

Not in Attendance:

- Nicole Geraci, Program Director

Meeting called to order by Lori at 5:50 pm.

1. Open House Debrief: The board discussed their experiences at the open house by category of officer. Overall, the Board thought the open house went well.

- Programming:
 - Improve the layout – the first table was behind check-in and people had trouble following the order for the game
 - Discussion that membership sign-up should either be at the beginning, or spread throughout the room at various tables.
 - Suggestion that perhaps the table signs should be more visible
 - The Board thought that having event schedule from last year helpful to show potential new members what a year in the life of a member looks like.
 - Explanation of membership tiers needs to be a focus for next year.
- Scholarship:
 - There will be two \$4,000 scholarships going forward.
- Membership Benefits:



- Membership poster needs to be bigger, or less info
- More people at the membership table; people want to sign up in advance
- Weed through member nametags to make sure they're current
- Development:
 - Potential for KYZR barter? Tricia to look into.
- Membership Enrollment:
 - Bring a friend option is becoming not a good idea; headache of registration, csot— should we look at discount? Discussion about the benefits and drawbacks of each.
 - People like seeing the list of benefits on paper, not just on a screen, but the details need to be clearer for the future.
 - Bring a printer
 - Bring/use more iPads for membership registration in the future
 - Some kind of swag bags for enrolling during the open house?
 - Have receipts ready in case people pay with cash or check
- Raffles
 - Board members responsible for soliciting donations to send thank you notes
 - The board liked the donated prizes.
- Ambassadors:
 - Hard to get ambassadors, may have been due to a lot of people out of town or other events going on in the valley
- Venue Feedback
 - Discussion about the venue generally, Board members seemed pleased with it.
 - Photographer Ron Heiner was good, but should we look for local women?
 - Sound system worked well, but venue was loud how to get people's attention when someone is speaking? Perhaps stand on a platform of some sort. Tricia suggested clinking against a glass it's loud, can we get the speaker up higher?
 - Wait staff was great with the passed appetizers
 - Signage? Wanted to use their TVs for our logo and other info but couldn't get access
- Marketing/PR
 - Minturn radio station –can call and do announcements, but can't do paid advertising.
 - Facebook boost worked really well, and only spent \$20
 - Mountain Careers (job board) worked really well, great place to advertise for networking
 - Marketing emails network was great
 - Vail Daily: new account manager Carol, we need a contract.
- Miscellaneous
 - Membership tiers – discussion regarding the difference between guest and associate? Possible to add on a member for corporate members?
 - Change the font color on the tiers to make it easier to read.

2. Vice President – Lori/Melissa



- Purpose of the meeting was for the new board to see how meetings work, and to see how all the positions are handled
- Next social event is Oct. 12 at BC Chophouse. Because dessert is not included, Lori reminded Member at Large to get something sweet (chocolate, cookies, etc.) for after dinner.
- Reminder that for new memberships, raising dinner budget to \$32/person
- Clare gave to Lori a box of “historical stuff” to sort through that may be useful
- Lori asked the board to promptly respond (within 24 hours) to her emails
- Agenda usually comes out day-of for meeting

3. Programming – Nicole/Tricia

- Nicole and Tricia met for the handoff
- October 12, 2016 event Speaker: Holly Crere – The Social Media Advisor, how to tell your story, etc.
- November 9th event will be networking event
- December 14th: Holiday Soiree
- With Amy Archer Packer – Tricia thought it would be interesting to do follow up and accountability for certain speaker events?
- Board discussion regarding speaker ideas, including speakers related to timely/topical events, such as tax season, health care law changes during open enrollment, etc.

4. Marketing/PR – Bex/Mel

- Mel and Bex haven’t had their handoff meeting yet, but plan to soon, and to work on newsletter content together
- Businesses are not allowed to advertise unless a paid member, but it can go into the side column of the newsletter.
- Website introduction to come soon for all Board members

5. Finance – Presely/Stacey

- Presely wanted to look at the budget, showing projected revenue and expenditures, and the bottom line says that our budget is tight
- Budget numbers based on expected membership of 8 corporate 30 executive & 20 associate
- Lots of fixed costs, including insurance, website hosting, PO Box, supplies, etc.
- Biggest cost by far is meals
- Karen P suggested paid for space at the soiree (like was done for the expo)
 - Discussion about why was the expo discontinued; Clare talked about the fact that in past years it seemed to be a really big burden without a lot of benefit for the expoing members.



- Discuss adding paid for expo space to another event
- VVBW is not incorporated, and is a 501(c)(6), and not trademarked
- Melanie Bartlett gave an estimate and a proposal – new board members to potentially discuss legal status changes
- For future events, will only have options to register as early RSVP (midnight cutoff) or pay the walk-in fee.

6. Membership – Laura

- Estimated 30 new members signed-up already
- The last day to get the discount for membership enrollment is Wednesday – make sure to remind people on Facebook to sign up
- Push the marketing benefits that come with Executive membership
- Question from Laura: on the website, it says that Associate and Executive have the same marketing events; Board members note that is not correct and make sure that the materials are correct.
- Discussion about adding more benefits to Executive level?
- Do we have a directory of members? Yes, on the new website, but we need to make sure that can't download the file.
- Idea to send segmented emails for different membership tiers highlighting their benefits.
- Website is live; member directory will be live within the next few weeks.
- Laura notes that she will focus on corporate memberships, reaching out to past members
- Clare noted that 2 years ago there were 106 paid members – so that should be new goal

7. Member at Large – Karen L/Karen P

- Karen L and Karen P met for informal handoff
- Plan on sending out emails to recruit for committees
- “Power women” - community outreach strategic initiative, more info to come soon.
- Already have a holiday soiree committee

8. Secretary – Abby/Jessica

- Draft 48 hours out, uploaded to Google drive in Secretary
- New secretary should learn how to use the new website to upload the minutes

9. President – Clare/Lori

- Will have an off-site meeting, back in the same place (Town of Vail Community building) October 17th, plan on 3 hours
- The meeting will be longer for the new board: purpose is to set goals, strategic initiatives, what to adopting from old board, what to start new, and so forth.

10. Past President – Clare

- All members need to take responsibility for their respective Google drive folders
- Brian Wachs, web developer, to teach on how the website functions.

Meeting adjourned at 7:40 pm.

Newsletter copy due: W 9/21/16

Next newsletter release: W 9/28/16 (Last weds of month)

Next event: W October 12th, Location: Beaver Creek Chop House

Next board meeting: M October 17 – location: Town of Vail offices board meeting, 3rd Monday of month 5:45-7:30

Next invite post sent: Save the date W 9/21 (2nd to last Weds of the month); 10/5 (always 1 week prior), 10/10 (always on Monday of event week)