



## Board Meeting Agenda

**Date:** January 15, 2018

**Location:** Route 6

**Document Name:** Board Meeting Agenda 1/15/2018

### Board in Attendance:

- Lori Gleason, President
- Jessica Woods, Secretary
- Stacey Allen, Treasurer
- Tricia Swenson, Program Director
- Laura Waniuk, Vice President
- Mel McKinney, PR/Marketing

### Board Members Absent:

- None

Meeting called to order at 5:40 pm

### 1. Vice President – Laura

- February 13th Vista
- Laura will update VP role manual - by 3/31
- Website training - mandatory - TBD, possibly February
- **Locations Planning:**
  - March 14 – The Charter Terrace Room, don't have a menu yet
    - Need a speaker? What about networking again?
  - May 9<sup>th</sup> – Confirmed at Double Tree
  - April – Craftsman has a \$1500 F&B minimum. Since April and May are our least attended events, would we be able to meet the minimum.
    - Should we look at doing a joint mixer with WFCO (Jessica – check with Connie about events at Village Bagel?)
    - Craftsman would have 3 menu options, perhaps get guests to select a meal choice when they register. Maybe include a drink in the cost?
  - Alternatives:
    - Hovey & Harrison, White Bison, Alpine Arts
    - Maybe use Ali (member) Season to Taste, Lauren McElroy
  - June – ?
  - July/August – Ranch up at Lake Creek? Will we be able to afford them? Tricia to check in with Carmen Albert.
- Link to tracking chart:  
[https://docs.google.com/spreadsheets/d/10US3TXOdFR9s6MzSopoqYZ9TU9IxlwIA\\_8toUfT5IMAo/edit?usp=sharing](https://docs.google.com/spreadsheets/d/10US3TXOdFR9s6MzSopoqYZ9TU9IxlwIA_8toUfT5IMAo/edit?usp=sharing)

## 2. Programming – Tricia

- Recap January event – Survey results and comment card feedback, Recap/feedback from Holiday Soiree.
  - Received 16 surveys
  - Board Members agreed to try to not complete the survey so we can get feedback from guests only. First question of the survey is confusing, try to reword before the next event.
  - Most heard about it from the newsletter; a lot of board members heard really good feedback as the ladies were leaving
  - Most people said they liked to eat before the networking
  - Had that one person talk poorly about the venue, someone said to keep the event on time. Lori to reach out to her to check in.
  - Still having problems with website registration
  - Robin Litt (Harvest coordinator) commented that the buffet should have been double sided
  - What could do better next time?
    - Someone asked if we could have this event twice a year
    - Want the topics beforehand
    - Maybe do the “elevator pitch” every time
    - Have an ambassador at each table
- Event ideas: Linda Perry, maybe she could help attendees create a vision board?
- February 13th at Vista: Dr. Bettenhausen has filled out the speaker form and I sent those elements to the team. Her topic is Reproductive Health and specifically Hormones through the ages. Should be very interesting for various age groups!
- Linda Lebid of 2Much Stuff (Edwards): said she'd love to be a guest speaker. she offers professional organization services, including Time Management for corporate & individuals. [www.2much-stuff.com](http://www.2much-stuff.com). Topic: spring Cleaning & Organization
- Tricia sat next to Carmen Albert and Clare Thayer and they work at this cool ranch up Lake Creek Road said they'd love to host our group in July/August - Farm to Table dinner and have some of our caterers work with their ranch to use some of their products. It would be time sensitive.
- Laura reached out to the interesting woman she met in Grand Junction, so she could be a good speaker that could focus on networking. Robin Brown, spoke to leadership class and wanted to know if she would be a speaker. Stacey could try to get her a comp room
  - What about the event at Craftsman? Laura to put her in contact with Tricia
  - Maybe a “How to Network” event
- What about the Soiree at Harvest next year?

## 3. Marketing / PR – Mel

- XXX

## 4. Treasurer – Stacey

- Stacey gave update on financial position, Cash projections strong, will be doing taxes next week.
- Holly Proctor mentioned about working with us to get a Directory together. What about making a directory event, or how do we get our director together?

## 5. Membership – Laura to update

- Membership counts according to WooCommerce:
  - Free - 124 up from 119
  - Associate - 29
  - Executive – 45 (one up from last month)
  - Corporate - 4? (Ruggs, VVF, Vail Daily, Vail Mountain Lodge)
- Website training for entire board all must be present - need to reschedule for Feb at Town of Vail office:
  - Cover Event Counts
  - Registration of members
  - Membership #'s
  - Invoicing
  - Exporting registration lists
  - Finding membership levels
- Help with invoicing, updates on checks for corporate memberships from Stacey

#### 6. Member at Large – Lori to update

- Update on committee members - Lori, Claire Christensen - Scholarship Committee, Barb Waters - possible ambassador, no change
- Barbara Mulholland – interested in being an ambassador

#### 7. Secretary – Jessica

- Need stick nametags for guests – Jessica to her give her address to Laura, Laura to purchase and send to Jessica
- Financial statements – received from Stacey!
- Women’s March in Denver – email Jessica or Clare if interested?

#### 8. President – Lori

- Additional board members for Member at Large & Membership Director - review list from November meeting and make suggestions
  - Put it in the newsletter?
  - Separate email to just members?
- Website update for directory & head-shots
- WFCO at Upcoming Events- see separate email for dates & locations
  - Lori to email Kathryn Bennett to see about a joint venture

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**Next newsletter release:** Copy due: Wednesday January 24th

**Newsletter release:** January 31th (last Wednesday of month)

**Next event:** TUESDAY February 13th at Vista

**Next board meeting:** Monday February 19th, TBD

**Next invite post sent:** Save the Date: January 24th (2nd to last Wed of month);

**Reminders:** February 6th (always 1 week prior to event) and February 9th or 12th (always on Monday/Friday before the event week)

