



Board Meeting Agenda

Date: March 19, 2018

Location: Sauce on the Creek, Eagle-Vail

Document Name: Board Meeting Agenda 3/19/2018

Board in Attendance:

- Lori Gleason, President
- Tricia Swenson, Program Director
- Laura Waniuk, Vice President
- Stacey Allen, Treasurer
- Jessica Woods, Secretary

Board Members Absent:

- Mel McKinney, PR/Marketing

Meeting called to order at 5:30 pm

1. Vice President – Laura

- Laura will update VP role manual
- Website training - mandatory - TBD, possibly March/April
- **Locations Planning:**

Confirmed Locations:

- April 11 - Craftsman Edwards –will go to Sauce on the Creek if Craftsman doesn't confirm
- May 9 – Double Tree Vail
- June –
- December 12 – Harvest Edwards for the Soiree

Locations Planning

- June 13 - ? Ideas: Sauce on the Blue, The Rose (too small), Zino, Prosit, Ti Amo, Annapurna, Vintage, White Bison, Fall Line, The Antlers, La Bottega, Root & Flower, Barrio Social, Hovey & Harrison, Grand View Room, El Sabor
 - Jess to check out Village Bagel, Hygge Life
- July 11 - Hygge Life Store? The board discussed how to hold an event there.
- August 8 – El Sabor
- September 12 - Open House - Ideas: Hotel Talisa (\$\$\$), E-Town buyout
- October 10 - See June for ideas
- November 13 - See June for ideas

Laura to loop Jessica into the planning emails for the future.

Link to tracking chart:

https://docs.google.com/spreadsheets/d/10US3TXOdFR9s6MzSopoqYZ9TU9IxlwIA_8toUfT5IMAo/edit?usp=sharing

- \$15/person for the open house, \$30 for other events

2. Programming – Tricia

- Brief Recap March event – Survey results and comment card feedback
 - Some issues with website registration
 - People liked parking, venue, food, and networking
 - Maybe move to 3 minutes per person for speed networking next time.
 - Individual feedback from Nellie - she sounded really motivated to utilize all that the VVBW has to offer, wants to do more – maybe ask her about being on the Board, ambassador.
- Linda Perry of Soul Genius Branding at Craftsman, April 11.
 - The StoryBrand Framework to Branding. In this presentation, attendees will learn how to clarify their message and save money on marketing.
 - The StoryBrand Framework is a step-by-step framework that shows you the best way to compel the human brain by using the power of story. This presentation will walk attendees through the 7steps so they can help minimize customer confusion and clarify your message right away.
- Sarah Buckwalter of OrganizeU at the Double Tree on May 9
- Still trying to nail down Knapp Ranch tour for June, July, or Aug.
- I had a request to bring back Christine Peirangeli to talk about nutrition because so many people had to miss that event due to the weather (Jan. 2017)
 - Maybe one of the summer months
- PowHer Up for Success – April 5 need mentors
- What about “directory” meeting, photos, networking, etc.
 - Proposed: budget allocation for \$960 for the directory. Board Members present voted unanimously. Laura to check in on the timeframe.
 - We’re paying a maintenance fee, but doesn’t seem to be working, ask Kristylee about what it would cost to build a new one from scratch.
 - Write a list of complaints and take it to Brian at MySalesButler on a joint conference call.

3. Marketing / PR – Mel

- Promoting Vail Film Festival in the newsletter (I heard back from Sean with the VFF). Will send info to you all in a separate email.
- Someone commented on Saturday regarding a VVBW Pink Vail post from December

4. Treasurer – Stacey

- P & L from last month
- Pacing well, we’re at a good budget for the year, bringing more walk-ins and so we’re doing better in past year. At registration, ask how they heard about it.
- About 10-15% ahead of where we were last year
- If we wanted to spend more on some events

5. Membership – Laura to update

- Membership counts according to WooCommerce:

- “Free” (Non-members) - 138 up from 134
 - Associate – 32 (Alison O)
 - Executive - 48 up from 47 (Alex from Hugge)
 - Corporate - 4? (Ruggs, VVF, Vail Daily, Vail Mountain Lodge)
 - Mailchimp Email List: 752
- Website training for entire board all must be present - need to reschedule for March/April? at Town of Vail office. Laura to record for members who can't be present.
 - Cover Event Counts, Registration of members, Membership #'s, Invoicing, Exporting registration lists, Finding membership levels
 - Need to change membership for associates to not include Soiree for free
 - Google Doc for availability re: scheduling (Jess to set up)

6. Member at Large – Lori to update

- Update on committee members
- Compile a List of Ambassadors with board

7. Secretary – Jessica

- Non-profit in progress – Jessica to email Melanie to loop in Stacey for the EIN signature
- Mid-Level Marketing discussion

8. President – Lori

- Additional board members for Member at Large & Membership Director - suggestions
- Discuss VVBW website rebuild, review quote from Tandem Design Lab, will trade 2 year membership with VVBW:
- <https://invoice.zoho.com/portal/tandemdesignlab/secure?CEstimateID=2-3aae0ff4a46a18e776487042dabb0f2d078244bdc0e583cf02006755c902fc36f8c40a67da612a47d40b85d9573caa21d4b13d7c4eae8b7c#/clientestimate>
- Pink Vail Team – any board members to join?
- Laura asked Lori to add a deadline below for Event Posted on Website

Next newsletter release: Copy due: Wednesday March 21st

Release: March 28th (last Wednesday of month)

Next event: Wednesday, April 11th at Craftsman in Edwards

Next board meeting: Monday April 16th TBD

Next invite post sent: Save the Date: March 21st (2nd to last Wed of month);

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