

Front Range Leading Ladies FRiLLs Minutes

September 25 2019

The meeting was called to order at 9am. Those present included Deborah Fowler, Catherine McHale, Kelley Matthews, Lynne Poole and Lucy Tuck. 2nd visit guests Amanda James_Roxby and Stephanie Elston from The British Bash were welcomed. Kira from Face and Body Boutique attended for the first time.

Order of Business:

Old Business

Minutes

The minutes from last meeting were past.

Dues: N/A

Bank Account:

Catherine is asking about Biff. We think Julie is back at the next meeting – perhaps she and Deb can go to the bank afterwards to get things set up.

Agenda

We practiced 1-minute elevator pitches. Next time be prepared to say “why” you are in business

Domain: N/A

New Business

Ribbon Cutting

Our ribbon cutting is scheduled for Tuesday, October 22 at 4.30pm, 136 2nd Ave, Suite E, Niwot. Deborah is providing champagne. Next time please be prepared to say what appetizer you will bring. Plan what you’d like to put in the goodie bag or put up for a drawing. Deb will source the bags (maybe stickers when we have logo) and be reimbursed.

Logos were voted on and finalized. Lynne will send them out jpgs for use.

Catherine has “Introduction to FRiLLs” flyer content and will liaise with Lynne. Hopefully we can see it next meeting.

Lynne also kindly agreed to put together a “member details” flyer for the open house. If you haven’t provided Lynne with your logo and contact details please let her have them.

Business Plans

Deborah distributed business plan outlines. Please be prepared to discuss your progress next time. We’ll schedule a follow up for January and potentially an additional meeting in November for members that want to get more involved.

Programing Planning (ongoing ideas)

Click Funnel

On Line courses

Pitches

Leads for different people

Business Planning

Social Media – budgeting, Facebook

-Sharing successes and what didn’t work

PR/Free advertising avenues

Instagram: Kelley Matthews

Pinterest: Lynne Poole

Accounting and Tax for January – Steph has H&R block contacts

Email communication best ideas (The perfect title website recommended by Lynne)

Linked In

Membership

Amanda James Roxby and Stephanie Elston – British Bash (caterers for teas and desserts) were voted into the group. WELCOME! It was agreed that they can both attend meetings until/if the group gets too big.

Catherine will send them the new membership form.

Kaye Reich from Greens and Jeans will hopefully visit next time.

Next Meeting

Wednesday, October 9th

To focus on Holiday Marketing campaigns

Meeting adjourned: 10am

Lucy Tuck

FRiLLs Secretary