

## **Front Range Leading Ladies FRiLLs Minutes**

November 13<sup>th</sup> 2019

The meeting was called to order by VP Kelley Matthews at 9am. Those present included Catherine McHale, Lynee Poole Martha Stott, Lucy Tuck, Kira Clark, Kathy Trauner and Stephanie Elston and Amanda James Roxby

Apologies from Deborah Fowler and Julie Seat

Visitors included Stacey James Senior Care (2<sup>nd</sup> visit) and 1<sup>st</sup> visitors, Dawn Server from Meadowlake Honey, Amy Lane with Graphic Revival and Susan Nowlin Print Experts

Order of Business:

### **Old Business**

Minutes

The minutes from last meeting were past.

Treasurer's Report:

Deborah sent email which we forgot to read but it indicated: We have a balance of \$1,445.17 and paid Print Experts \$28.54 for 25 folded cards and return address labels. Deborah had spare envelopes in my office so we did not need to buy those.

We are still expecting an invoice from Warren Carlson attorneys for the EIN paperwork.

Agenda

We practiced 1-minute elevator pitches

Catherine showed the great press coverage the Ribbon Cutting attracted.

The British Bash presented – thank you for the delicious tastings!

Facebook Page:

We agreed to use Facebook for more internal communication. It is private and just for our group. If you want people to pass on your posts indicate “please share” on it. Good for special offers, launches, articles on business issues etc.

Next time get an update on FRiLLs business cards from Deborah.

Nextdoor Website: Please go other member's sites and recommend them or write a positive post.

## **New Business**

Catherine will follow up with Jennifer about Holiday Party on Wednesday, December 4<sup>th</sup> 11.30 – 2pm. Jennifer was was going to come up with ideas.

Holiday Dates:

December 11<sup>th</sup> - Kelly to discuss Getting Followers on Social Media

December 18<sup>th</sup> – Catherine to discuss Productivity

Normal 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays will resume in January (business plan update).

## **Programing Planning (ongoing ideas)**

Click Funnel

On Line courses

Pitches

Leads for different people

Business Planning - Jan follow up/ Nov meeting?

Social Media – budgeting, Facebook

-Sharing successes and what didn't work

PR/Free advertising avenues

Pinterest: Lynne Poole

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

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

Linked In

YouTube/SEO

## **Membership**

Thank you to Catherine for putting together a referral page on Google Docs. We will be recording referrals going forward. Catherine is also recording attendance. Lucy and Catherine will liaise to ensure agenda and minutes are also available on-line.

Stacey James Senior Care was voted into the Group – WELCOME!

Prospective visitors

Emily Long – Project mgt

## **AOB**

Should FRiLLs join NBA, we need someone to volunteer is so. Not discussed.

**Next Meeting – November 20th**

Kathy Trauner will tell us more about her business (5 minutes)

Bring your best marketing ideas (if they are free all the better) and be prepared to discuss them.

Meeting adjourned: 10.03am

Lucy Tuck  
FRiLLs Secretary