

Front Range Leading Ladies FRiLLs Minutes

Oct 9 2019

The meeting was called to order at 9am. Those present included Deborah Fowler, Catherine McHale, Kelley Matthews, Lynne Poole, Julie Seat, Martha Stott, Lucy Tuck Amanda James_Roxby and Stephanie Elston .

Visitors included Kira Clark from Face and Body Boutique and Jane Wynter representing herself and Cathy Trainer (spelling?) from Flyaway Home.

Order of Business:

Old Business

Minutes

The minutes from last meeting were passed.

Treasurer's Report:

Dues: All paid up. We have \$1278.81 in bank with some cash to be paid in from Julie

Bank Account: It is all set up at Bank of the West, Lucy and Deborah can sign.

FRiLLs is now a proper entity as the legal paperwork has been signed (Under Lucy Tuck, Secretary's info).

Agenda

We practiced 1-minute elevator pitches with WHY we are in business.

Domain: Julie has set up website with domain www.frontrangeleadingladies.com. Please send Julie your logo and blurb for website. Julie will forward it to Lynne so that she can finalize the flyer.

(If it is easier for us to all fill in membership form please send us a link). Sorry not sure what we decided was best.

Holiday Idea:

Lucy: webstore front for holiday cards

Martha: afternoon TV

Catherine: Small Business Saturday – following up with Chamber

Deb: Toy drive

A&S: Craft fairs

Lynne to provide list of card vendors.

Holiday cards – when best to send out for maximum impact.

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. goodie bag / drawing deadline Wednesday, 16th.

Lynne showed the “Introduction to FRiLLs” flyer and will remove Chamber content.

Food being brought:

CM: GF meatballs

A&S: Cheese scones, Maids of Honor

LT: veggies and dip

KM: mozzarella and prosciutto

JS: cream cheese roll up

DF: champagne and cake

Chamber ambassadors will arrive at 4pm, start 4.30pm. Press attending

Deb is looking into name tags and business cards.

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

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

Kira Clark? and Jane Wynter/Kathy Trainer ? were voted in.

Catherine will send them the new membership form.

Prospective visitors

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

Jennifer Ferguson – tour bus
Emily Long – Project mgt

AOB

Should FRiLLs join NBA, we need someone to volunteer is so.

Next Meeting

Wednesday, October 23rd

To focus on feedback from Ribbon cutting, best way to do referrals eg: electronic business cards.

Meeting adjourned: 10am

Lucy Tuck
FRiLLs Secretary