

Front Range Leading Ladies FRiLLs Minutes

January 8, 2020

The meeting was called to order by Kelley Matthews at 9am. Those present included Catherine McHale, Lucy Tuck, Kathy Trauner, Stephanie Elston, Kira Clark, Lynne Poole, Jennifer Ferguson, Amy Lane

Apologies from Deborah Fowler and Amanda James Roxby, Absent: Julie Seat, Martha Stott

Order of Business:

Old Business

Minutes

The minutes from last meeting were passed.

Treasurer's Report: No update

Dues collected from: Jennifer, Kira , Kathy, Stephanie, Catherine, Stacey and Lucy

Agenda: 1-minute elevator pitches

Catherine gave an inspiring talk on productivity – thank you!

New Business

Longmont Observer is opening a recording facility next to Longmont library - field trip?

Programing Planning (ongoing ideas)

Deborah knows someone that can talk on Etsy

Click Funnel – Kelley, March 11

On Line courses

Pitches

Leads for different people

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 - OHWO website discussion to be planned outside normal meeting hours

Linked In

YouTube/SEO

Membership

Catherine to follow up with Christine Ruth, counsellor that expressed interest in joining.

MRA: No applicant this week

AOB

Next Meeting:

January 22nd: Business Plan Update

-Jennifer recommended Lean model canvas by Eric Reis for one page format

Meeting adjourned: 10.03am

Lucy Tuck

FRiLLs Secretary