

Greater Ann Arbor Quilt Guild Board Meeting Minutes February 4, 2021

In Attendance:

Lynne Bryant, President*

Susan Schwandt, Immediate Past President 2019, 2020*

Arlene Kindel, First Vice President of Programs*

Patricia Wolff, Second Vice President of Membership*

Grace Boxer, Secretary*

Marilyn Knepp, Treasurer*

Marge Venema, Co-Treasurer

Lori Rhode, Quilt Show Chair 2022*

Mary Beth Donovan, Webmaster*

Nancy Finlayson, Historian

Nico Laudenberg, Facebook and Instagram Editor

Sonja Hagen, Past President 2010, 2011, 2015, 2016

Kathy Johnson, Past President 2017, 2018

Carol Makieleski

Camilla Roper, Librarian

Jody Jones, Librarian

*Denotes Voting Member of Executive Board

President Lynne Bryant called meeting to order at 7:00 pm via Zoom.

Secretary's Report: Grace Boxer

The January 7, 2021 minutes were reviewed and these corrections noted: Treasurer's Report: Delete the sentence reporting 2020 year ending balance. President's Report: Replace "she" with Susan Schwandt's name. Motion to approve January 7, 2021 minutes with corrections: Susan Schwandt. Seconded: Mary Beth Donovan. Motion passed.

MailChimp Report: Kathy Johnson

Kathy Johnson presented a proposal to upgrade MailChimp, our current email marketing service that is free. Initially we could have multiple administrators but the number allowed has now been decreased to one and the only administrator is Kathy (the webmaster no longer has access). We have the current capability to segment our contact listing for specific audiences and an automated really simple syndication (RSS) [an XML-based format for sharing and distributing web content] e mail on Blog updates to a subscribed audience.

If all non-member marketing and communication were eliminated and contacts of “Member Only” were under 500 MailChimp cost would be \$9.99/month or for GAAQG as a nonprofit cost would be \$8.49/month. MailChimp is a month-to-month service (no annual contract).

We could upgrade a paid MailChimp account to one which allows 3 administrators and 3 master lists while maintaining all current capability at cost of \$20.99/month or for GAAQG as nonprofit \$17.84/month.

Kathy recommended that we define our strategic vision and then reassess if MailChimp is best meeting our goals.

Motion to approve upgrading of MailChimp account to nonprofit \$17.84/month: Susan Schwandt. Seconded: Mary Beth Donovan. Motion passed. Recommendation to revisit as above. Kathy will plan to implement the upgrade March first and will work with Webmaster and Treasurer for the implementation.

Kathy presented a detailed description of GAAQG MailChimp email communication duties. Kathy will provide a list of the skill sets needed to fill this position (including marketing, advertising and writing) to be used in recruiting volunteers and Patti Wolff will search the membership lists to identify members who have identified interest in these areas. Kathy will send Mailchimp account information to Marge Venema.

Webmaster Report: Mary Beth Donovan

Mary Beth Donovan presented the Webmaster report for Activity between January 6, 2021, and February 3, 2021. It included posting a \$10 fee for non-members to attend the March 20, 2021 Quilt Day with lecture by Margarita Koriath and posting non-member registration for Margarita Koriath’s workshops on March 19, 2021 and March 21, 2021.

Mary Beth presented an “Analysis of GAAQG Website Functionality” by functions, website management, annual cost and if essential.

Mary Beth will present website overview training for the Board on Tuesday, February 23, at 7 pm via Zoom. Lynne Bryant will send an invitation to Board members via email (done February 4, 2021). This will allow Board members to have a general understanding of how the website works and related terminology.

Mary Beth will add a page on the public portion of the website under “Events” entitled “Free Online Activities.” She commented that in her marketing classes and work the most important word was “Free.” If camera-ready material is sent to Susan Schwandt she will post content on the online

activities webpage and create blog posts for online activities. Mary Beth plans a button on the Home Page for “Free Virtual Activities.”

Mary Beth commented that we need to define strategy and that will drive the web site.

First Vice-President of Programs: Arlene Kindel

Arlene Kindel reported that Mary Hogan’s classes “Dresden Plate with Strings” (Friday, January 15, 2021) and “Siddi-Style Quilt Making” (Sunday, January 17, 2021) had 25 registrants and were profitable.

Margarita Koriath is scheduled for “Instant Paper Cloth” (Friday, March 19, 2021, 14 registrants) and “Hand Applique with Paper and Fabric” (Sunday, March 19, 2021, 8 registrants). Hand Applique requires a kit to be purchased from the instructor on Etsy.

David Owen Hastings is scheduled for May Quilt Day Saturday, May 22, 2021 (4th Saturday of month, not 3rd Saturday of month) and his Friday and Sunday classes are filling well.

Debbie Maddy is scheduled to teach dying classes virtually in July. There are two laboratory/classrooms currently scheduled at Washtenaw Community College or students can dye at home. To date, seven students have enrolled.

Ann Loveless was scheduled in September 2020 but the classes were cancelled because she would not teach virtually. Her classes were popular and were filled with member registrations. When the classes were cancelled and workshop fees refunded, the registrants were told that they would have priority for her classes if she was scheduled in the future. Four of the people who registered at that time did not renew their membership. At least some of these became members so they could enroll in her class. There was extensive discussion about whether those who are no longer members should still be able to enroll as priority. It was pointed out that they were members and had paid membership when they were enrolled.

Arlene said that Ann Loveless has agreed to the contract and she was to have returned it by USPS one week ago but it hasn’t been received. It was decided that when the contract is received and is satisfactory, Arlene will work with Registrar Glenna Schweitzer and Webmaster Mary Beth Donovan to notify prior class enrollees that they may now register and they would have registration priority for two weeks. After that time the registration will be opened to members.

Grace Boxer expressed that any materials for in-person classes should address ability to socially distance safely in view of room capacity. Sonja

Hagen indicated that current data regarding COVID-19 vaccine availability and immunization rate indicate that it will take approximately two years before the community would be at 80% vaccination.

Previous inquiries to Washtenaw Community College had indicated that for approximately \$200--\$250 a WCC video technician could live stream classes.

Teachers being considered for September include Diane Harris "Stash Bandit" and Heather Kojan, and information about them was included with the programs report, and feedback was requested. Mary Kerr would be available in the future. Teachers suggested by other board members were Judy Gula, Christine Vey, and Cindy Grisdela. If you have information or have taken classes by any of these teachers, please share your opinion with Arlene.

Susan Schwandt offered to upload the Virtual Activities on the newly created web page (located under Events). Material sent to her should be camera-ready.

Second Vice-President of Membership: Patricia Wolff

Patricia Wolff indicated that membership is stable: 218 on January 7, 2021, and 216 on January 30, 2021. During January 47 members renewed and 15 expired. In February 2 members expire; she called one and she has renewed. The January 16, 2021 Quilt Day was attended by 126.

Social Media Report: Nico Laudenberg.

GAAQG has 818 Facebook followers and 280 on Instagram. Facebook followers are an older group (almost 80% 55 years and older, 8% 44 and younger, 98.2% followers in US) and Instagram followers are younger (about 60% 55 and older, 14.5% 44 and younger) and from around the world (79.5% from US). Quilt Along has 127 participants including from France and Spain and launches February 14, 2021.

Library: Lorraine Rhode, Camilla Roper, and Jody Jones.

Lori Rhode said there are five librarians who hold books and a sixth librarian who keeps the records. The library consists of quilt books of all types. It has low circulation. A book sale was previously organized to sell older books and purchase new books. Since the pandemic there has been no circulation. There are about 40 books out currently borrowed by 35 people. There are a small number of guild members who regularly check out books. There is a separate set of quilt study and preservation books that are held by Pam Setla and those should be maintained separately. Lori recommended

that we need to develop a strategy and that a survey could be undertaken to ascertain member's feelings regarding the library. Sonja Hagen could do a survey. It was recommended that we develop an overall strategic plan and that a survey would be focused on our overall strategy and the library would be one component.

Co-Treasurers' Report: Marilyn Knepp and Marge Venema

The 2020 Year-end Financial Report Highlights prepared by 2020 Co-Treasurers Glenna Schweitzer and Marilyn Knepp showed that the guild was financially stable from 2019 to 2020 in spite of the 2020 pandemic challenges.

The January monthly report and the January checking/savings are in the Drop Box.

Forms 1099-NEC (replaced 1099-misc) were filed via USPS in mid-January.

Form 1096 submission of summary and 1099-NEC forms were filed via USPS to the IRS and to the State of Michigan in mid-January.

A new debit card was issued. Those who need to purchase items for the guild should contact the Treasurer.

The proposed 2021 budget was presented. The projected final balance appears similar to 2020. It will be updated to add the expense of the upgraded MailChimp and to account for SafeHouse batting expense.

Credit cards are used 90% of time to purchase membership and 90% of the time to purchase workshops.

Financial Review of 2020 Report by Claudia Tam: Report presented by Susan Schwandt.

Co-Treasurers Glenna Schweitzer and Marilyn Knepp (2020) were complimented on an absolutely outstanding job during the pandemic. All bank statements matched exactly to monthly reports. The statements from Comerica and TCF Banks also were matched with debit cards and expenditures appeared appropriate. Improved documentation was suggested for receipts for payment of batting received for SafeHouse and for registration reports capturing payments for workshops.

Directors and Officers (D & O) Insurance: Susan Schwandt

Susan Schwandt and Lynne Bryant submitted written questions to the insurance agent regarding the D & O Insurance approximately three weeks

ago but have not received a written report. Susan will follow up with the agent next week.

President's Report: Lynne Bryant.

Lynne needs a Zoom Host for March Quilt Day meeting. Jane Clark and Pat Weber were suggested (also Brenda Rigdon who did it last month).

Patrice Smith will be handling the Volunteer Quilt. Patrice has chosen "Corner Squared" by Katheryn Russ which utilizes her "'Corner Squared" block (from "Simple Shape Blocks" book authored by Katheryn Russ and Rose Schutte published in 2014 by American Quilters Society).

Lynne announced that Linda Thiel has resigned as Quilt Day Demo Coordinator.

Lynne commented that every aspect of this meeting has highlighted our need for a strategic plan, which addresses what GAAQG wants to be as a guild. Sonja Hagen commented that during the last year and the pandemic there was an amazing amount of excitement and energy in the guild which demonstrated very rapid adaptability and in which very quick decisions were made to adapt in the absence of a strategic plan. In 2012 GAAQG had over 400 members and during 2020 GAAQG in spite of lower membership and the pandemic maintained and in some instances increased programming. It was suggested that a member satisfaction survey would be helpful and that it should not only include assessment of current activities but visioning what is the most important to our members. Do we want to be a full range fiber arts guild? How can we outreach to others, bring in new quilters and nurture beginning quilters?

Lynne recommended a committee to define a strategic plan and Sonja Hagen mentioned that she would be available to work on the plan in 7 weeks.

Treasurer Marilyn Knepp had submitted a recommendation to discontinue the sale of gift cards for workshop registration (by members [\$75] or by non-members [\$90]) or for Quilt Day lectures (by members [\$10]) as since the program's inception in 2014 only five gift cards have been purchased, the last in 2017. Vigorous discussion ensued. Motion to discontinue offering for sale these three gift cards: Marilyn Knepp. Seconded: Patricia Wolff. Motion passed.

It was noted that the option for non-members to purchase access to a Quilt Day lecture for \$10.00 will remain available on the web site.

Nancy Finlayson discussed the "Be My Guest" program with the theme of "try it—you'll like it" which began at the March 16, 2019, Quilt Day and it was noted in Board minutes at that time that the previous limit of two

guests/year/member was waived. This program was active during in-person meetings.

Lynne Bryant discussed that she plans to invite members who expired and have not renewed to be her guest at the March 2021 meeting and she will send them a Zoom link for that meeting.

Next meeting: March 4, 2021, 7 pm via Zoom.

Meeting adjourned 9:38 pm.

Respectfully submitted,

Grace Boxer
Secretary

An email of 9:51 pm 4 February 2021 from Webmaster Mary Beth Donovan was received in which Mary Beth indicated that she had disabled three gift cards from the Ecwid Online store: Member Workshop \$75.00, Non-member Workshop \$90.00, and Member Lecture \$10.00. Mary Beth requested that the minutes indicate the task was completed.