

## Greater Ann Arbor Quilt Guild Board Meeting Minutes March 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

Pat Weber, Small Groups and Zoom Account Coordinator

\*Denotes Voting Member of Executive Board

President Lynne Bryant called meeting to order at 7:07 pm via Zoom.

Secretary's Report: Grace Boxer

The February 4, 2021 minutes were reviewed and this correction noted: Nico Laudenberg, Facebook and Instagram Editor: Instagram has 215 followers (not 280 followers). Motion to approve February 4, 2021 minutes with correction: Grace Boxer. Seconded: Lynne Bryant. Motion passed.

First Vice-President of Programs: Arlene Kindel

-Margarita Korith:

Quilt Day Lecture "The Odd Couple: Paper and Fabric in Quilts"

Saturday 3/20/2021

"Instant Paper Cloth" Friday 3/19/2021 16 Registrants

"Hand Applique with Paper and Fabric" Sunday 3/21/2021 13

registrants (requires purchase of kit from instructor on Etsy for which last day is tomorrow 3/5/2021).

-David Owens Hastings:

Quilt Day Lecture Saturday 5/22/2021 (4<sup>th</sup> Saturday, not 3<sup>rd</sup>).

“Indi-Go-Modern” Friday 5/21/2021

“Inspired by Architecture” Sunday 5/23/2021

-Debbie Maddy

Quilt Day Lecture Saturday 7/17/2021

“Shibori and Indigo Dying” two day virtual workshop Friday 7/16/2021 and Sunday 7/18/2021

Two laboratory/classrooms currently scheduled at WCC or students can dye at home.

-Cindy Grisdela has been contacted re September (9/17, 9/18, 9/19) and can teach via Zoom or in person.

-Ann Loveless: Signed contract and W-9 received 2/5/2021.

“Lake Mosaic” Friday 11/19/2021

“Sunset Collage” Sunday 11/21/2021.

Email will go out tomorrow 3/5/2021 to prior registrants who have two weeks (until 3/19/2021) of priority to enroll. Then classes will be opened to guild members. Current plan is for two adjoining classrooms with instructor going back and forth and WCC Live Stream for those attending from home.

MailChimp Update: Kathy Johnson

-Mail Chimp, our email marketing service, requires each user to validate using either their personal email or personal phone. So now there are two users that have access to the account.

-Kathy is now the Owner for MailChimp and Mary Beth Donovan is now the Administrator.

-Kathy will write a policy ensuring the guild has access to electronic assets.

Second Vice-President of Membership: Patricia Wolff

-Patricia Wolff indicated that membership is stable: 221 active members February 2021, 1 expired, 6 renewed, voice mails left for 2 new members.

Co-Treasurers’ Report: Marilyn Knepp and Marge Venema

-February monthly report and checking/savings report in Drop Box.

-Motion to approve Treasurers’ Reports: Lynne Bryant. Seconded: Grace Boxer. Motion passed.

-Zoom Plan Proposal for Modification: The Zoom Pro subscription plan is \$150 annually and for a large meeting >100 in any month an

additional \$50. Currently we pay the additional fee for a large meeting every month. Recommendation is to change to the additional large meeting fee only in the Quilt Guild meeting months (odd months). Co-Treasurer Marge Venema would be responsible for making the monthly changes. Agreement.

If necessary, the President and Program Chair could authorize a large meeting fee for an even month and the Treasurer would also be notified. Only the President, Program Chair and Treasurer will own the primary Zoom account.

-Zoom License: For an additional \$180 annually (\$15/month) there will be a second license with a second sign on account restricted to scheduling meetings, launching meetings and hosting meetings, which will be used by small groups. Pat Weber, Small Groups and Zoom Account Coordinator, and Marilyn Knepp will work together on these.

Webmaster Report: Mary Beth Donovan

-Presented 1.5 hour GAAQG Website orientation to Board 2/23/2021.

-New "Free Online Activities" page added to member resources portion. Camera-ready material to be sent to Susan Schwandt for posting on web page and creating blog posts for on line activities.

-Link to Instagram tutorial created by Nico Laudenberg posted on public portion of web site.

-Created system for priority registration for Ann Loveless 2021 workshops for prior 2020 registrants.

Social Media Report: Nico Laudenberg

-Posts: 20 on Facebook, 20 on Instagram.

-Followers: Facebook: 806 Jan, 818 Feb, 825 March;

Instagram: 171 Jan, 215 Feb 245 March.

-Private FB group participants: 65 (quilt-along) and 15 (Challenges to Connect).

-Hashtag #gaaqqal used 69 times.

President's Report: Lynne Bryant

-Lynne reviewed where GAAQG was last year, where there has been change, and where we are now. The process of being able to access digitally has been accelerated. We need a prospective strategy and strategic plan (only in person vs. only on line vs. both).

-Patrice Smith has almost completed the Volunteer Quilt top.

-Fund raising: Make fabric available for sale to benefit Safe House. Consider outdoor fabric sale at WCC (Roberta Myrra, Nico Laudenberg, and Susan Schwandt).

New Business:

-Sonja Hagen discussed “ Strategy: a Mind Set of Abundance (vs. a Mind Set of Scarcity)...Be the Best You Can Be” as elucidated by “Queen of Quilting” Alex Anderson. A mindset of Abundance will generate more quilters rather than a mind set of competition. GAAQG can increase membership through engagement and connectivity. In person activities and in person connectivity will be of value to our members. Polling indicated the GAAQG “territory” would extend beyond Ann Arbor but not overseas. An abundance attitude would indicate that GAAQG should be the best we can be in our territory. We would be sharing knowledge and sharing ideas.

-Lynne will address: What should be our territory/service area? What should be our mix of virtual and in person? What should be our programming: small groups, library, lecture and workshops, QU, Quilt Show. Fabric Sale donates all proceeds to Safe House after the expenses of the sale are covered. Garage Sale is a Buy and Sell fundraiser for individuals with 10% of sales for Safe House. At every opportunity we need to sell the value of membership and the value added of friendships. Consider new member mixers. Lynne plans a New Member Zoom. Focus on New Members and Beginning Quilters. What should our offerings be? Lynne will identify three questions for each of us to address.

Next meeting: Thursday, April 1, 2021, 7 pm via Zoom.  
Meeting adjourned 9:37 pm.

Respectfully submitted,

Grace Boxer  
Secretary