



## Board Meeting Minutes

November 3, 2022

In Attendance: Lynne Bryant, Sarah Bush, Liz Rodriguiz, Mary Beth Donovan, Nancy Finlayson, Arlene Kindel, Kathy Johnson, Nico Laudenberg, Melissa Gregoire, Maryann Hummer, Donna Hoskins, Marge Venema, Lorraine Rhode (Lori), Carol Makielski, Martha Williams, Jane Clark, Roberta Myyra, Noreen Walker

Meeting was called to order at 7:00 PM

### **Secretary Report:** Sarah Bush

- Lynne moved to approve the October 2022 minutes, seconded by Marge, all in favor.
- Minutes are on Google Drive.

### **Treasurer Report:** Marge Venema and Melissa Gregoire (Marge reported)

- Sarah moved to file for annual review the September 2022 financial report, seconded by Lynne, all in favor.
- Budget for 2023 was presented, Lynne to review further as she has a question.
- Kathy suggested we project what big expenditures or income will be coming in future upcoming years.
- Roberta reported that Cube Smart (storage unit) increased from \$164 to \$281 but having difficulty negotiating a more reasonable rate with the manager. She will write a letter stating that we are a non-profit organization to negotiate a more reasonable rate and to send it to someone higher up the chain of command at Cube Smart. She can also review them on social media.
- Lynne suggested that we plan on reviewing Marilyn's presentation of Fiduciary Duties in February.
- Treasurer's reports are on Google Drive.

### **Quilt Show 2022:** Lori Rhode

- Quilt show and gift shop were successful, net gain over \$10k.
- Increase in profit contributed by; high attendance, admission increase, decrease in expenses of pipe and drape equipment, social media advertising, expenses kept at a minimum
- 2024 show costs will increase as WCC will charge for Thursday, ribbons will be needed, signage, marquee rental fee, tent(s), program printing.
- Suggestions for 2024 quilt show are included in the report. Other suggestions include food vendors and software update.
- Kathy brought up the point that historically the Guild has made a cash donation to SafeHouse. It was decided that the Guild would revisit at a later date. It will be announced at the November general/annual meeting that the Guild has facilitated donations of over \$10,000 to SafeHouse in quilt sales this year. A cash donation from the guild will be re-visited in March or June.
- Lynn has concerns about what SafeHouse is doing with the funds it receives from the guild. Marge will reach out to her contact to see what reports are available for the guild to review.
- Final Quilt Show 2022 Report is on Google Drive.

### **Programs Report:** Arlene Kindel

- 13 + 10 people have enrolled for Mary Kerr's workshops. Lucinda's Wonky Star quilt will be displayed at Novi Expo to help promote the workshop.
- All speaker contracts are signed for 2023.
- Program enrollment is increasing

- The larger classrooms in the Morris-Lawrence building are more expensive, at \$300 per day, and may not be available for our use, especially on Sundays. The classrooms in the Crane Liberal Arts building are \$100 per day, but too small for our larger groups, and are not set up well for our needs (eg. not many electrical outlets).
- Mary Beth reported that we have over 30 workshop orders since 2023 enrollment opened on November 1st. Many are taking multiple classes.
- Program Report is on Google Drive

**Scheduled Communications:** Kathy Johnson

- Mary Beth is working on content, Jody Jones will take over technical next year
- Monthly events include Sew In and Zoom meetings
- Working with Marge and Lynne on one large communication with meeting and classes for December.
- Two members opted out of electronic communications. Kathy moved that we revise the terms of our membership form to be changed so all communication is electronic. Melissa moved that we approve the change for eliminating the opt-out message, Lynne seconded, all in favor. Kathy will contact two members directly to confirm they are ok with electronic notification, she can see they are currently opening the communication. If there is someone who absolutely cannot access electronic communications, we will accommodate them.
- Proposed language is on Google Drive

**Novi Expo:** Nico Laudenberg, Susan and Kaye Absent

- Have 19 volunteers - need 5 more
- Fat quarters are to be given away
- Nico will gather door price entries and hand them to Kathy directly in an envelope.
- Lucinda's Wonky Stars quilt will be on display to promote the upcoming workshop.

**Membership: Patricia absent Lynn reported**

- 249 members as of the month end report but Mary Beth reported that we have 2 additional members since then.
- Reports on Google Drive

**Webmaster Report:** Mary Beth Donovan

- A detailed report is on Google Drive. Highlights are:
  - Library closeout sale being promoted on homepage, membership resources page and links to library page as well as social media and mail chimp communication.
  - Online Safe House Quilt sale extended to November 30th or until all quilts are sold. Updated website as quilts sold, notified Nico and wrote mail chimp communication.
  - 2023 Workshops enrollment is open. Created website registration page with related links, wrote mail chimp communication.
  - Co-Webmaster continue training sessions to be complete December 22, 2022.
  - Drafting of a website privacy policy for current and new members.
  - Blog issue being discussed with the Website Strategy Committee, will be brought to the board in December.
  - New website design and creation is on-going into January. Launch on January 20, 2023.
- Kathy suggested that at the February board meeting, Mary Beth review the privacy policy with the board.
- Updating information on workshop and refund policy with Jane, Arlene and Carolyn and Donna, which has not been updated in 3 years - will present to the Board as a policy change.
- Report on Google Drive

**Logo Mary Beth Donovan**

- Polling results of Board members of October's meeting were presented to Christine Darragh (logo designer). She presented six designs to the review team and there was a strong consensus on one design. The next review session is November 11th.
- Details are on included on webmaster report on Google Drive

**Social Media:** Nico Laudenberg

- 50 posts to Facebook + 9 events
- 35 posts to Instagram + 1 story
- Nico is relocating to Germany December 20<sup>th</sup>. There is a need for a 2nd social media editor. Criteria for the editor is that this person must currently be on Facebook and attend monthly board meetings.
- Kathy is the current owner of Facebook page. She would like to step down.
- Kathy/Mary Beth will forward Mailchimp information to Nico.
- Social Media reports available on Google Drive

**Book Sale:** Lori Rhode

- Book sale will be November 19th after the member meeting.
- Need a wagon/cart to tote books into building. Kathy suggested she ask Patrick for carts instead of Lori personally buying one.
- Melissa will handle sales.
- The librarians will tally books for Melissa prior to checking out.
- The Ann Arbor Fiberarts Guild will not be at the November meeting as previously reported.

**Volunteer Quilt:** Lynne Bryant

- Lynne will print out names of all volunteers, and put in a bag for a raffle of volunteers.

**SafeHouse Sew-in:** Lynne Bryant

- November 26th from 9 am - noon

**Strand Gallery:** Lynne Bryant

- We have been asked by the Strand Gallery for quilts to display and sell with 70% to the quilter and 30% to the gallery from October - December 2023.
- Questions on size and number of quilts are unanswered.
- It was decided that the board would not take this on but rather announce at the next meeting but encourage one of the small groups to oversee this if there was an interest.
- Email on Google Drive.

**New Business:**

- Mary Beth brought up that part of our membership policy is that every member is to make a quilt each year for SafeHouse. Since many of the members donate their time and resources in other ways, should we remove this wording? Consensus was yes.
- Lori brought up concern she has heard about quilts (applique) quilts that have been donated for SafeHouse to be quilted and the creator/donor has not seen the finished quilt. She was wondering if there could be some kind of accountability or tracking system, maybe a check-out policy for quilt tops. No resolution after discussion.
- Kathy mentioned that no individual names are to be on quilts when donated to SafeHouse. This should be an issue we discuss with SafeHouse.

**Nominating Committee:** Lynne Bryant

- Slate is complete, voting to take place in November at our annual meeting.

Meeting was adjourned at 8:54 pm.

Respectfully submitted,  
Sarah Bush, Secretary with Maryann Hummer

Current Officer Slate for 2023:

- Officers/Board Members: This slate shows 'candidates' who will run for election at the November Quilt Day meeting. If elected, their terms begin January 1, 2023. The \* indicates a voting Board member.
  - President elect: Marge Venema\*
  - Co Treasurer: Melissa Gregoire\*, Sarah Bush
  - Secretary\*: Maryann Hummer
  - VP Membership : Martha Williams\*
  - VP Programs: Jane Clark\*
- Non appointed Voting Board Member
  - Lynne Bryant\*
- Appointed (not elected) Essential Positions:
  - Co Webmasters: Heather Barthell\*, Noreen Walker
  - 2024 Quilt show: Liz Rodriguez\*
  - (There is no 2023 Quilt University so this Chair position is open)\*
  - Mailchimp: Mary Beth Donovan\*- content, Jody Jones - Technology
  - Workshop Registrar - Donna Hoskins
- Appointed, non-voting volunteers who regularly attend Board meeting:
  - Social Media Editor: Nico Laudenberg
  - Mailchimp Lead: Mary Beth Donovan (content), Jody Jones (technology)