



Board Meeting Minutes

October 6, 2022

In Attendance: Lynne Bryant, Sarah Bush, Liz Rodriguiz, Mary Beth Donovan, Nancy Finlayson, Patricia Wolff, Arlene Kindel, Kaye Whittington, Kathy Johnson, Nico Laudenberg, Melissa Gregoire, Heather Barthell, Maryann Hummer

Meeting was called to order at 7:03 PM

Secretary Report: Sarah Bush

- Patricia moved to approve the September 2022 minutes, seconded by Mary Beth, all in favor.
- Minutes are on Google Drive.

Introductions:

- Lynne introduced Maryann Hummer who has offered to run for Guild secretary for 2023, replacing Sarah Bush. Maryann is a new member of the Guild, has served on other boards and has been a quilter for years.

Treasurer Report: Marge Venema (absent) and Melissa Gregoire

- Sarah moved to file for annual review the August 2022 financial report, seconded by Lynne, all in favor.
- All Treasurers reports are on Google Drive.

Vendor for Quilt Day: Lynn

- Lynne reported that Quilting Season from Saline will be the vendor at the November Quilt Day.
- Lynne will send Mary of Quilting Season the floor plan prior to the meeting.

Contract Finalization: Lynn

- Lynne announced that contracts for Washtenaw Community College (WCC) have been finalized and signed and she will be sending them in with checks shortly. These are contracts for Quilt Days for 2023, 2024 and Quilt Show for 2024.

VP Programs: Arlene Kindel

- September: 2022: Sheila Frampton Cooper: Sunday workshop in the Crane LA Building at WCC was limited in size for a group with our needs. Had to run cords to have enough electrical outlets. Although the Morris Lawrence Building is more expensive than a normal classroom it fits our needs better when it's available. This was a Sunday workshop and there was a church using the Morris Lawrence Building. Kathy recommended touring the campus and calling ahead for Sunday workshops.
- November 2022: Mary Kerr: we still have workshop openings, currently 9 and 11 are scheduled to attend workshops. There will be one more blog post about the workshops. Maybe the Novi expo will draw in attendees.
- July 2023: Marsha MacDowell from Michigan State University. The board chose the lecture topic "African, African American and African Diasporic Quilt History in a Digital Age".
- All 2023 speakers have signed contracts.
- Program reports are on Google Drive.

Scheduled Communications: Kathy Johnson

- In addition to normal communications this month we will have:
 - Safe House Quilt Sale for Mail Chimp. Mary Beth will prepare content.
 - Kathy reminded us we could do an Image for a class. Arlene will provide content.
 - Lynne would like communication about the book sale.
- Nancy mentioned that Zoom invitation for meetings needs to clearly state that in person is available as well as Zoom (hybrid meeting). Lynn will change the verbiage for the "hybrid meeting" Zoom invitation.

Novi Sewing Expo 2022: Susan Schwandt (absent) and Kaye Whittington, Nico Laudenberg Co Chairs

- November 10, 11 and 12, 2022
- Kaye reported that next step is that Susan is pulling together volunteers and will be contacting members soon that volunteered last year.
- There is no need for a laptop at the Expo because people don't want to take the time to sign up. Susan will make sure paper applications are available and we can always accept checks. Prospective members will be encouraged to renew on-line using the QR code.
- Patti said she usually contacts all new members and will be asking if they joined from the Novi Expo. That seems to be the only sure way of knowing where the lead came from.
- Kathy reminded us that the goal should not be membership but it should be getting our brand out there. Last year we added 100 names into our general communications email list and most have not dropped off.
- Lynn suggested using SafeHouse quilts for the display and not having to change them daily.

VP Membership: Patricia Wolff

- 250 Members. Net change is down 3 from last month. But in the first week of October we had 3 expired renewals rejoin.
- September Quilt Day had 89 in person attendees, 52 Zoom attendees, 6 "Be My Quest" attendees and 2 paid guests. This is 25 more in attendance than in July.
- Discount program is officially over. Mary Beth has updated the website.
- Reminder: November and December are very active months for renewals
- Membership reports available on Google Drive.

Webmaster: Mary Beth Donovan

- Summary of report on Google Drive
 - SafeHouse Quilt Sale is created and active on website. Six quilts have sold so far, Nico will continue putting out Social Media posts, Susan to write a blog.
 - PM Pro Registration problem has been resolved
 - Progress on new development website including meetings and logo
 - Workshops: Updated 2022 calendar and created 2023 calendar
 - Mail chimp content for messages.
 - Ended renewal discount on website.
 - Coordinated with Nico on her workshops
 - Other general assistance provided.
- Webmaster reports are available on Google Drive.

Website and Logo: Mary Beth Donovan

- Website: Co- Webmasters will be meeting weekly now until 12/22/22 to prepare for new website. In early January they'll do proofing and testing and will use a focus group of members for this. There will be 3 days (Jan 17 to Jan19, 2022) that the old website will be down for maintenance i.e.: out of commission. It will be back up on Jan 20th and will be live on Jan 21st which is Quilt Day where Mary Beth will demonstrate the website to the membership.
- Logo: Mary Beth would like to work with Christine Darragh on new logo design. The old logo needs to be refreshed and with the new website this is the best time to do it. Christine works for Brenda Rigdon but is doing this independently and sent in a proposal. The board approved Mary Beth to move forward with the proposal not to exceed \$800.00 after giving the following feedback:
 - We only need 1 logo but 2 sizes (smaller one for badges and other uses)
 - Multi colored ok, we are not committed to blue and white
 - We are not committed to the existing logo's square within a square but we do feel that "Greater Ann Arbor Quilt Guild" needs to be spelled out.
 - Other suggestions were to show that we are "tech savvy" "a modern quilt guild" "geographically available to all via zoom"
- Lynn made a motion to approve Mary Beth to proceed with the proposal received from Christine Darragh not to exceed \$800.00. Seconded by Sarah. All in favor.
- Email and proposal available on Google Drive.

Social Media: Nico Laudenberg

- 31 posts to Facebook + 3 events

- 14 posts to Instagram + 3 stories
- Nico is having lots of problems with Facebook/Meta but she's working through it.
- Lynne asked for a conversation about whether blog posts are valuable or not, most believe they are valuable but instead of posting the entire blog in some cases, a link to the website would be beneficial. It is recommended that we seek out a guest editors so the content is not all on Susan's shoulders.
- Social Media reports available on Google Drive

Presidents Report: Lynne Bryant

- Free classes: Nico is offering free classes, please encourage people to sign up. This is not through the Guild but the Guild has a link to Nico's classes on the website.
- July meeting ideas: please send Lynne your July meeting ideas. Lecture, Retreat, Bus Trip, Workshop. All ideas welcome.

Book Sale: Reported by Lynne Bryant

- Kathy mentioned to remember to indicate when it's available to the general public vs only members.
- Room layout was discussed, Lynne to work on this
 - Fabric sale layout was too confined.
 - Fiber Arts Guild will have their fabric sale then
 - Vendor will be there.
 - Safe House fabric tables needs to be shut down during the meeting so they can be used for book sale.

Nominating Committee: Lynne Bryant

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

Meeting was adjourned at 9:00 pm.

Respectfully submitted,
Sarah Bush
Secretary

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*: Open
 - VP Membership : Martha Williams*
 - VP Programs: Jane Clark*
- Other voting Board members for 2023 who are appointed but not elected.
 - Past President: Lynne Bryant*
 - Co Webmasters: Heather Barthell*, Noreen Walker
 - 2024 Quilt show: Liz Rodriguez*
 - (There is no 2023 Quilt University so this Chair position is open)*
- Appointed, non-voting volunteers who regularly attend Board meeting:
 - Social Media Editor: Nico Laudenberg
 - Mailchimp Lead: Mary Beth Donovan
- Other Volunteer chairs attend relevant agenda-specific meetings