

Board Meeting Minutes

December 8, 2022



In Attendance: Lynne Bryant, Sarah Bush, Liz Rodriguiz, Mary Beth Donovan, Arlene Kindel, Kathy Johnson, Nico Laudenberg, Melissa Gregoire, Maryann Hummer, Donna Hoskins, Marge Venema, Lorraine Rhode (Lori), Martha Williams, Jane Clark, Patricia Wolff, Noreen Walker, Susan Schwandt

Meeting was called to order at 7:03 PM

Secretary Report: Sarah Bush

- Mary Beth moved to approve the November 2022 board meeting minutes, seconded by Lynne, all in favor.
- Lynne moved to approve the Annual Meeting minutes from the November 2022 annual meeting, seconded by Susan, all in favor.
- Minutes are on Google Drive.

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

- Sarah moved to file for review the November 2022 financial report, seconded by Lynne, all in favor.
- Discussion about Stripe vs Square: all payments for membership must go thru PMPro (Paid Membership Pro) via the guild website. Stripe is a bank transfer software for transferring credit card payments to our bank account. Square is a device that transfers money to our bank account, used at events like a quilt show, quilt day and fabric/book sales.
- Both Lynn and Marge have been in contact with Claudia Tam for our annual review of the books.
- Treasurer's reports are on Google Drive.

Programs Report: VP Programs Arlene Kindel

- Mary Kerr workshop registered attendees were 12 +12 although only 10 people attended one of the workshops. She was a great teacher and nice class size.
- Jane Sassaman agreed to allow 24 attendees in her workshop at the same price as 20 attendees, Arlene or Jane Clark will get Jane Sassaman contract initialed for this change. IE: no additional charge to the guild for the additional attendees.
- Our Sept 2023 Quilt Day meeting is in conflict with Grand Rapids Quilt Show but we will take no action. This happens sometimes.
- After much discussion, Lynne moved to have Arlene notify Patrick to amend our 2023 contract with WCC to request the larger classroom size for 2023 workshops. The motion was seconded by Susan. If in the future, we don't need the larger size for a month, Arlene or Jane will contact Patrick to downsize to a smaller room for that month only. Marge asked Melissa to amend the budget with this change, the larger room is \$300.00.
- Creative Passions Retreat: Board decided to have a Mailchimp survey (because Sonja is very busy and she is the Survey Monkey expert) to decipher the membership interest in this retreat. No further decisions were made about the retreat at this time. Mary Beth to write up the message, Lynne to review and Kathy will schedule the communication via Mailchimp. This should be done soon since Create Passions are holding dates for us temporarily.
- Programs report on Google Drive.

Scheduled Communications: Kathy Johnson

- Mailchimp Survey discussed above.
- Marge's first message as President should be drafted approx. 1/3/23 – 1/6/23. Mary Beth will assist her in what to include in this message, this is the one to the broad audience (everyone on our email list). Mary Beth, Susan and Marge will get together to discuss in more detail with Marge
- Mary Beth is putting together a calendar of communications. It was suggested it should reside on the "GAAQG Resource Files" Google Drive folder for board to view.

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Novi Expo: Susan Schwandt

- Expo in November 2022 was a success in getting our name out there, we added over 166 new people to our mailing list, a 26% increase over last year. Susan presented two questions to the board:
 1. Do we want to continue to do the Novi Expo next year?
 2. Do we want to double our booth size, or continue with the same size? In order to double the size, we need to offer a free demo to the public throughout the show.
- After much discussion, Kathy suggested that Susan pull together a special committee to research how to proceed with the show in the future.
- Novi Expo report on Google Drive.

Membership Report: VP Membership Pat Wolff

- Membership has been consistent with 249 members for 2 months.
- December will be a big month with renewals.
- Be My Guest visitors are doing well, in person Quilt Day attendees doing well and Zoom attendees are consistent. See report on Google Drive.
- Pat will do a twelve month chart at the end of December.
- Pat confirmed we have no snail mail members anymore, all members are able to access electronically.
- Pat will help Martha Williams transition in to the VP Membership role for 2023.
- Membership reports on Google Drive.

Webmaster Report: Mary Beth Donovan

- The following detailed reports are on Google Drive which are summarized here:
 - Maintaining the blog on the website
 - We will continue our Blog and include 12 blog posts (at a minimum) in 2023
 - Blogs will be done by Camie Roper (2) VP Programs Jane Clark (5) Event Chairs (2) quilt topics of interest to members by members and non-members (5)
 - Recruit at least one volunteer to assist Susan who has a busier schedule with her new job and won't always be available.
 - Ask instructors to post links to our blog.
 - More details in report on Google Drive.
 - New GAAQG Logo
 - New logo was revealed to the board.
 - The logo came in close to budget but under at \$725.00 and met all the requirements the board had discussed in previous meetings.
 - Logo will not be available for use until after the January 2023 Quilt Day meeting.
 - More details in report on Google Drive.
 - Website & Communications Operating Committee Structure 2022 and Beyond
 - A compressive structure of the following positions of the committee
 - Assistant Webmaster- Content
 - Assistant Webmaster- Technology
 - Blog Manager and Update Assistant
 - SafeHouse Quilt Sale Slideshow Editor
 - Copy Editors
 - VP Membership
 - Workshop Registrar
 - Content Contributors
 - Mailchimp Editor
 - Social Media Editor
 - Suggestion was made to have this report reside in the Job Descriptions sub-folder in the GAAQG Resource Files on Google Drive.
 - More details in report on Google Drive
 - GAAQG Communication Channels for Members & the Public
 - Channels include:

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- Website
- Blog
- Facebook & Instagram
- Mailchimp
- More details in report on Google Drive
- o Website Activities
 - List of activities performed in the month included:
 - Library closeout sale
 - Online SafeHouse Quilt Sale
 - Membership Checkout Page
 - GAAQG Blog
 - New GAAQG Logo
 - Revision of Workshop Registration/Cancellation Policy
 - VP Membership 2023 Training
 - Workshop Registrar 2023 Training
 - Co-Webmasters Training and new Website
 - PMPro troubleshooting.
 - More details in report on Google Drive.

Social Media: Nico Laudenberg

- Mandy Boyce will take over and be at board meetings in the future.
- Nico leaves for Germany December 20th. We are all very sad, Nico has done a fabulous job.
- Social Media reports available on Google Drive.

Storage Facility: Reported by Lynne

- Roberta is writing a letter asking why they doubled our cost, it is now \$281.00 per month.
- This topic should be on next month's agenda per Lynn.

Book Sale: Lori Rhode

- Book sale generated \$745.00 for the general fund.
- Lucinda will hold the historical books, approx. 60-70 books, Lori will take an inventory and add as a tab on the Guild Resource Spreadsheet which is located in the "Guild Resource Files" Google Drive folder.

SafeHouse Sew-in: Lynne Bryant

- December 31st from 9 am – noon.
- Lynne will continue doing these but they will be based on her availability.

Meeting was adjourned at 8:43 pm.

Respectfully submitted,
Sarah Bush, Secretary - mh

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Current Officers for 2023:

- o 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
 - Past President: 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)*
 - Workshop Registrar - Donna Hoskins
- o Appointed, non-voting volunteers who regularly attend Board meeting:
 - Social Media Editor: Mandy Boyce
 - Mailchimp Lead: Mary Beth Donovan (content), Jdy Jones (technology)