



**Board Meeting Minutes
February 1, 2024**

In Attendance: Marge Venema, Sarah Bush, Heather Barthell, Noreen Walker, Mary Beth Donovan, Sonja Hagen, Donna Hoskins, Jane Clark, Liz Rodriguez, Susan Morrison, Carol Makielski, Amy Glenn, Lynne Bryant, Sherrie Boughan, and Maryann Hummer.

Absent: Martha Williams

The President called the meeting to order at 7:03 p.m.

Secretary Report: Maryann Hummer

Maryann previously presented the January Board Meeting Minutes which are on Google Drive. The Minutes were approved by unanimous consent.

Maryann asked if the board members had ample opportunity to review the Committee's Review of Policies, Procedures and Protocols last month. The board agreed that it had ample time to review. Maryann made the following motion to approve the following document for approval for the Guild records, seconded by Marge and approved by all:

Upon the review from the committee members, consisting of Heather Barthell, Mary Beth Donovan, Sonja Hagen, Maryann Hummer, and Susan Schwandt, who have presented the "Committee Review of Policies, Procedures and Protocols dated 1/4/2023" and the Board has had an opportunity to review, the Board:

- 1) acknowledges the entries on Lines 13-69 as accurate current policies and procedures of this guild.**
- 2) accepts the language changes to entries on Lines 73-93 to accurately reflect the current policies and procedures of this guild.**
- 3) rescinds the policies, procedures and protocols on Lines 97-111 for the reason that they are obsolete.**
- 4) review the entries on Lines 114-123 and make any necessary revisions as it deems fit.**

The Secretary will be responsible for keeping this document up to date. Maryann thanked those who were on the committee for their time and expertise.

Treasurers' Report: Sarah Bush/Amy Glenn. Sarah Bush reported.

The Amended November Treasurer's Report for 2023 is on Google Drive. The only change was the check numbers and was made at the recommendation of Marilyn Knepp upon reviewing the Year-End Review.

Because this meeting was held on the 1st of the month, the January Co-Treasurers' Report could not be completed for the Board meeting. The report will be presented at the February board meeting. The January 2024 Treasurer Narrative was presented and is on Google Drive. Some of the listed tasks completed were 1099 and 1096 mailed, amended Annual Report sent to LARA with change of Co-Treasurer, communication with bank, PO Box renewal, and summary of checks written.

The 2024 Speaker Hotel Reservations at the Ann Arbor Regent Hotel have been made and are on Google Drive. All hotel reservations for the Guild's guest speakers have been confirmed. The guild historically has been given a rate of \$129/night (receiving a 15% discount) but prices are increasing. For July, speaker Deb Strain's visit coincides with the Ann Arbor Art Fair so it is more. Since the guild's speakers have provided positive reviews for the hotel accommodations, it was decided to keep the current reservations instead of looking for a more affordable hotel elsewhere and not knowing the conditions of the hotel.

The 2023 Year-End Review prepared by Marilyn Knepp is on Google Drive. All board members are asked to review this report before the next board meeting. Sarah and Marge will prepare the annual report, Susan Schwandt and Marilyn Knepp will review and then it will be submitted to the Board for approval. Marge suggested reviewing the review with the Fiduciary Responsibility of the Board video.

Quilt Show: Liz Rodriguiz

The Quilt Show Board Report February 2024 (on Google Drive) includes updates on the website, brochures, pipe and drape (contract signed), committee chairs (Lori Rhode and Joy Garrett are the ambiance chairs), quilt show booklet advertising, volunteers, food vendor, gift shop, special exhibits, fiduciary responsibility and van rental. Liz is thrilled with the progress being made. Patrick Downey from WCC informed Liz that all concession services are booked for that weekend so Liz is going to work on getting a coffee truck for the morning and a food truck for lunch on Saturday.

Programs: Jane Clark

The 2024 Workshop and Registration are on Google Drive. Registration as of 1/27/2024 reflected:

<u>Date</u>	<u>Instructor</u>	<u># Registered</u>	<u>Class Size</u>
1/19/2024	Valerie Goodwin (Get in the Zone)	12 members	20 limit
1/28/2024	Valerie Goodwin (Favorite Places)	16 members	20 limit
3/15/2024	Deborah Boschert (Art Collage)	10 members	25 limit
3/16/2024	Deborah Boschert (Head, Heart, Hands)	7 members	25 limit
3/17/2024	Deborah Boshert (Landscape)	11 members	25 limit
5/17/2024	Robin Koehler (Bounce)	7members	20 limit
5/19/2024	Robin Koehler (No All Quilts are Flat)	5 members	20 limit

Jane also prepared a Workshop Supply List for the instructors. A copy is on Google Drive. She asked that everyone review this list and send her any ideas or suggestions to her via email.

Jane also shared a PowerPoint presentation for 2025 workshops. Nancy Roelfsema from Grand Rapids is available for March. Nancy has a variety of classes to choose from. Jane has also been in contact with Elin Noble, a textile artist and dyer from PRO Chemical & Dye who teaches alternative marbling and Bridget O-Flaherty, a sustainable quilter who teaches thread painting using her kits.

A discussion was held about enrollment being down. Susan M. shared that social media usually posts twice a week with alternating pictures of the workshop classes. Ideas were discussed on how to increase enrollment. Is it the guild's new rolling registration policy? In the past, members have supplied quilting stores with flyers, put bookmarks on bulletin boards and emailed other guilds. Should the workshops be opened to non-members earlier? Those in attendance were asked to brainstorm. Susan M. also shared that she has forwarded our workshops to five other guilds but has not seen them being reposted.

Social Media Report: Sherrie Boughan and Susan Morrison. Sherrie B. reported.

The Social Media Report dated February 1, 2024 is on Google Drive which includes a list of things posted in the past period, things scheduled for next period, questions and statistics. From 12/6/2023 to 1/2/2024, Facebook is

up to 1.9 K (+125.7%) and Instagram reached 248 (+27.6%). Paid reach 0%. Content reactions, comments and shares reached 288 (+284%)

They are welcome to suggestions and ideas. Sherrie asked that if you have something to post, please provide a picture with it and please “like” the posts.

Membership: Martha Williams (absent)

Scheduled Communications: Mary Beth Donovan

The Guild Communications Report to the Board dated January 31, 2024 is on Google Drive. Included in the Report are the updates on the MailChimp address lists (currently 1,196 email addresses) and there were four scheduled messages sent in January. The 180 unique names have been removed. She has been holding off on sending the post Quilt Day announcement because of a link for gift shop donations. She and Heather are working on this.

Co-Webmasters: Heather Barthell - content/Noreen Walker - technology. Heather reported.

The Webmaster Report for January is on Google Drive which summarizes the actions of the Co-Webmasters. The Report contains a detailed list of the actions taken by the Webmasters regarding finances, activities, maintenance and processes. There were two expenses for January, the Webmasters continue to work on the Guild’s retention policy, transition to Dropbox, email address reconciliations, a methodical way to log bibliographies, maintenance, posting blogs, and the creation of a consistent editing process. Heather would like to make an oral history recording and transcripts of Mary Beth to expedite the team transition from Mary Beth to Heather and Noreen.

President’s Report: Marge Venema

Calendar, Job Descriptions and Year-End Reports. Marge has reviewed the calendar that has been updated by the President, Treasurer, Secretary and VP-Programs. She finds this document helpful in completing her role as President. She also feels that it would be redundant for the other board members and volunteers to add their monthly activities on the calendar but instead to prepare a year-end report and a good job description. Both of these documents are to be saved on Google Drive.

2025 Board Positions. Marge asked for everyone’s help in recruiting new board members for 2025.¹ Next year, the Guild will need new officers. It was noted those who are completing their first two year term may run for a different office. Volunteer and appointed positions do not have term limits.²

Novi Sewing Expo 2024. The Guild has been asked if it would like to have a booth at the 2024 Novi Sewing Expo. The Expo, unfortunately, conflicts with the Quilt Day and the Guild’s workshops. The pros are that it is good exposure for the Guild to the public (an increase of 180 unique names in 2023). The cons are that it pulls attendance away from the Guild. The Board felt that it should focus on Quilt Day and its workshop and not attend the Expo this year. However, the Board didn’t want to make a decision without first consulting with Kaye Whittington, chair of this event last year, and getting her input.

New Business:

Logo Items. Sarah reported that Guy (Chip) M. DesJardins III is the person who created, makes and mails the logo wear that is ordered on Amazon for the Guild. Up to this point, he has been doing this for the Guild at cost. Since he took on this job, he has moved and now he is mailing the checks to the guild treasurer. He is asking for reimbursement for postage. On motion of Jane, seconded by Sarah and approved by all:

¹ Bylaws, Article V, Section 4 - ... A member may serve in the same elected office for a minimum of two consecutive years. A member may serve as an elected officer for a minimum of four consecutive years. A member may again serve as an elected officer following an absence from elective office of at least one year.

² Bylaws, Article V, Section 8 - ...Volunteers...serve with Executive Board approval but are not subject to term limits.

Guy (Chip) M. DesJardins III is allowed to deduct one dollar (\$1.00) for every check he sends to the Guild for logo items.

Condolence. Jane reported that guild member, Carol Simmons, passed away. The Guild will donate \$30 to SafeHouse in memory of her and Lynne will send the family a card. The Guild would also like to be mindful to remove any membership renewal notices.

Meeting was adjourned at 8:38 pm.

Respectfully submitted by Maryann Hummer, Secretary

Officers for 2024:

- President: Marge Venema*
- Co Treasurers: 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 - content*, Noreen Walker - technology
- 2024 Quilt Show: Liz Rodriguiz*
- (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: Sherrie Boughan and Susan Morrison
- Historian: Camilla Roper
- Novi Sewing & Quilt Expo Booth: Kaye Whittington

* Indicates a voting position.