

SFQG Board Meeting Minutes – April 23, 2019
Location: Ortega Branch Library, 3223 Ortega St., SF, CA

Present: Maren Larsen, Barb Strick, Gloria Miller, Cathey Kennedy, Pat Wong, Alex Byrne, Cher delaMere, Adrienne Hickman, Jeanie Low, Cathy Miranker

Meeting start time: 6:30 PM

MSP: March Minutes approved

Alex gave a Google Drive tutorial –

with 2 folders - SFQG Board and SFQG Quilt Show that are generally view only

She demonstrated how to:

 Create new folders - files can be clicked and dragged into the new folder

 Set up permissions for folders and documents

 (documents added to a shared folder are automatically shared without having to re-share)

 How to share documents and folders

 Google Drive is available on your phone and iPad with the app “Google Drive”

NOTE: NO personal information or list of personal information should be stored on Google Drive

Action: It was suggested that the Board create a short list of “rules” for Google Drive use

Alex will be the next chair for the 2021 show is looking for a co chair

Treasurer's Report – Gloria Miller: no report the show numbers are still out

Vice-President's Report – Barb Strick: no report

Parliamentarian's Report – Pat Wong: needs to put together a nominating committee to include

 Pat and four other people. One has to be a board member and two from the general membership and the fourth from either membership or board. We need to fill VP position next year.

 The VP job description includes standing in for the President when needed at Board meetings, organizing the Auction at the November meeting and organizing the December Make and Take meeting as well as taking on the responsibility of co-signing checks when needed.

 Barb is considering staying on as Program Chair, but is looking for someone for guest speaker wrangling at the meetings.

 Maren and Cher volunteered to be on the nominating committee.

 Catherine Sherman may be a good person to ask onto the committee

Programs Report – Barb Strick: went to NCQC. Wanda went too. No specific contracts yet but has a list of people she is interested in. (January) Pat Pauly is interested but needs a place to stay for 2 nights. (February) Silks and Selvage. Cathy is going to a SAQA evening of lightning talks by many quilters for more names.

Angie Woolman, Material Girlfriends (color theory), Fern Royce, Latifah Saafir, Lisa Thorp (but would need a sewcial too) are possibilities

Feedback on previous speaker. Alex Andersen was suggested at the last minutes by Julie Scribner a big thank you to both of them. Maren will write the notes

Standing Committee Reports:

 Quilt Show – Jane Strem: no report

 Committee Outreach – Adrienne Hickman: no report

 Friendship Blocks – Pat Knapp: no report

 Historian – Jeannie Low: no report

 Hospitality – Margaret Piazza: no report

 Library – Cher de la Mere: no report

Membership – Anna Chan: no report
Newsletter – Ginger Ashworth: no report
NCQC & Secret Pals – Laraine Salmon: no report
Website – Cathy Miranker: no report
Opportunity Quilt – Cher de la Mere: shared the photo of the winner of the opportunity quilt with Silvie. Sue Fox tentatively offered to do the opportunity quilt for the 2021 show.

Since there are many more craft shows in the Bay Area that require registering the op q in order to sell raffle tickets more lead time is necessary than in the past.

Mini Retreat 2019 – Jeanne Matysiak: no report (2020 is the date flexible?)
Sewing Circles – Betty McNiel: no report
Sewcials – Mary Whalen: Mary will be stepping down so new Sewcial Chair is needed. The possibility of paying for sewcials through PayPal was discussed.

Unfinished Business:

Committee Job Descriptions – Pat Wong - deferred to next month
Who is responsible for social media, outreach, pr, etc.

New Business:

Renewal of lease at current location
raise rent again to \$500/month starting June 1st (one year lease)

MSP to sign the lease with the church for one more year

Show and Tell Cloud storage/ Instagram- Cathy Miranker (see report attached)
if Instagram a short set of rules need to be set up

MSP to no longer post photos on our free Flickr account that has filled its capacity. From now on all new photos will be posted on Instagram. Cathy will draw up the guidelines by Cathy to be sent out for approval by the board. Holly is authorized to post the quilt show pictures on Instagram immediately.

Letterhead & note cards w/ envelopes - Adrienne will order new ones.

Location/Date of next meeting, Ortega Branch Library, 3223 Ortega St., SF, CA
Tuesday, May 28, 2019

Meeting adjourned at 8:45 PM

Respectfully submitted by Cathey Kennedy, Secretary to the Board

Attachments:

A case for Instagram – Cathy Miranker

Here's the current situation:

- Member Holly Gatto takes show-and-tell pix and posts them on our Flickr account. It's a free account, and now that it includes scores of quilt show photos, it's 99% full.
 - A Pro account (accommodating unlimited photos) would be \$50 a year.
 - At present, our Flickr photos are seen by a very limited audience, and as far as I can tell, those viewers do not "convert" to followers (or members).
- Instagram is arguably THE essential social-media platform for quilters, but the guild does not have an Instagram account.
 - Posts promoting SFQG activities or showcasing our quilts *do* appear on Instagram, but they are occasional, irregular posts by guild members with Instagram accounts.
 - Absent an SFQG account, there is no way for Instagram users to "follow" the SFQG. I'd love to be able to say "Follow Us on Instagram" somewhere on the web site!
- Holly has volunteered to post Show-and-Tell and other guild-related photos to Instagram; she has set up a Instagram account, @sfquiltersguild, and she is happy to manage it.
 - FYI, *it is possible for people without an account to view Instagram from a computer*, if they have a link. So no guild member would be adversely affected by a move to Instagram.
 - Click here, for example, to see Holly's account (this example is so you can see one with photos): <https://www>.
 - And here's the link to the SFQG (as yet without content): <https://www>.
- Holly is also willing to continue posting to Flickr if the board opts for a Pro account and willing to post to both Flickr and Instagram

Given that we're out of space on Flickr, I suggest that the board discuss and decide whether to

1. Step up to a paid Flickr account
2. Move forward with an Instagram account (free)
3. Opt for both of the above