

SFQG Board Meeting Minutes – July 24, 2017

Location: Ortega Branch Library, 3223 Ortega Street, SF, CA

Present: Alex Byrne, Jeanie Low, Adrienne Hickman, Cher delaMere, Linda Bartolotta, Gloria Miller, Claudia Shearer (acting Secretary), Anna Chan, Laura Damkoehler
7/25/17 Meeting start time 6:33pm

MSP: June Minutes approved

Exec Board & Committee Chair Reports

Treasurer's report on file

VP report on file. Linda is putting job descriptions on google docs - will review at next meeting. She's connecting with Janet Mednick for auction.

Parliamentarian's report on file .

Programs: Cathy nothing new to report (not present). Feedback of July speaker, Mel Beach, was positive.

Quilt Show 2019: Linda B to co-chair, still need another cochair. Alex to reach out to Caroline & Kenan - past chairs to see if there is an interest in co-chairing again.

Community Outreach report on file. Use social media to publicize Guild's community outreach efforts in the local community. Need PR person/volunteer to make this happen. Adrienne's succession plan could involve spinning off individual tasks such as such as Sewcials, kit making, newsletter articles, deliveries except preemie. Alex expressed interest in taking over Sewcials.

Friendship blocks report on file.

Historian report of file.

Hospitality: Margaret is doing a great job. It was noted on the survey that we should offer more savory food (i.e. healthy) options. Gloria has already spoken with Margaret.

Library: Cher bought some books in Europe on her trip.

Membership report on file. Ginger volunteered to be Affiliate chair. Alex to confirm with Ginger exactly what this involves especially since Ginger doesn't attend board meetings.

New business: Judy Woodfill emailed with a suggestion to encourage members to wear name badges at meetings by giving out raffle tickets for wearing name badge and awarding prizes gift certificates. Idea tabled as it requires a volunteer to organize and buy gift certificates from affiliate members. Anna will supply paper name tags.

Anna has a member (Meg Cupman) offering to donate her book collection to the guild. Outcome?

Newsletter report on file. Ginger proposed increasing ad fees. Need to understand rationale from Ginger as guild doesn't need additional ad revenue. All other recommendations in Ginger's report fall under Ginger's responsibilities and make good sense.

Website: Revamp discussion is tabled until Barb is present (next month).

QuiltAway: Jeanne Matysiak is co-chairing. She asked about the budget. Considering Walker Ranch, Marin, for the venue which is a 1 hour drive from SF. Historically, Guild covers cost of the instructors while members cover their own room & board. Venue can handle approx 76 guild members and 4 teachers. Dates are May 17-20. Current cost estimate may be \$1,500 over budget and Gloria notes that we need to ensure the budget is scaleable. Gloria to ask Jeanne to attend next board

meeting. Gloria proposes we budget \$8k and 4 teachers.

MSP: Guild approved providing \$8k to go towards covering costs of 4 teachers for QuiltAway.

Announcements: Board members are in agreement that no commercial advertisements will be made on stage.

New Business: VP to be the point of contact for local guilds to schedule opportunity quilts to be displayed at our guild meetings. Linda to be the point of contact to confirm dates and get info on the calendar so there is awareness regarding these fundraisers at our meetings.

Greeter: We need a new volunteer for next meeting to greet new members. Anna will find someone for next month and then that member will assign the next volunteer. Anna to take responsibility for this happening.

Member Survey Discussion (Part 2):

Q: If the Guild had additional funds, is there an existing activity or new activity we should budget for?
All suggestions required a person to do the work.

Actionable Items:

- **Continue using Task Rabbit to set up and take down room** - total cost around \$100 per meeting. Alex to handle.
- **Hold a new member social every year instead of every other year:** Board in agreement this should happen every year. Anna to communicate with Becky Simpson. If she can't do annually board will find someone else to host.

No Action:

- Lower cost of sewcials - current costs seems reasonable to the board and cover actual expenses
- PA system: we will keep with current system which is new
- Teach members how to quilt- Board in agreement that this is not the function of the guild, however someone could write an article for the newsletter regarding where to find "how to" resources
- Awarding a Scholarship: we don't have the budget or resources to select candidates
- Highlight members - we are already doing this.

Suggestions we are unable to proceed on as they require someone to coordinate:

- More community outreach activities
- Location and machines for outreach (sip & sews)
- More social opportunities
- New venue for meetings
- Special projects with member involvement
 - encourage members to put together a proposal and be prepared to head it.

Board Discussed Ideas to Explore Further:

- Social or speaker topic "How to" on photography of quilts. Possible Sewcial - something hands on
- Participate in online sharing platform - we decided to continue with the Guild's FB page.
- Promote New Membership by allowing members to bring in guests for free
- **MSP: Members can bring a friend (up to 3 per meeting) to a meeting for free**
- Create a membership postcard with good visual appeal to replace the membership bookmarks: Alex to possibly create in the future.
- Need a publicity chair to promote community outreach and membership.
- Cross advertise in other guild newsletters.
- Experiment Sewcial format: Try out different formats to see if they are more attractive to members. Sewcial on weekday during the day. Need a volunteer/chair. Cher to look into park & rec venues.

- Formalize a volunteer recruitment plan? We have no problem finding volunteers to assist where needed but lack volunteers to head up projects.
 - Make it a requirement X amount of hours from members?
 - Collect volunteer commitments or interests on membership applications

Survey Summary: Alex to write up summary of board's takeaway from member survey with an emphasis on the many great ideas contributed for future activities and projects for guild to undertake but we lack the volunteers to head up and make these happen.

New Board Business/continuing business for next Board Meeting:

- Regularly include on board agenda time to comment on speaker
- Create affiliate chair position (as part of membership)
- Website revamp
- Progress on QuiltAway - co-chair report
- Exec board job descriptions

Feedback from Laura Damkoehler (meeting attendee). She found it inspiring and informative to learn from board and committee chairs when they shared on stage what they do and where we need volunteers. It's something worth doing on an annual basis.

8:36pm meeting adjourned.