

SFQG Board Meeting Minutes – September 24, 2019
Location: Maren Larsen's House - 1449 38th Avenue, SF, CA 94122

Present: Maren Larsen, Barb Strick, Sumilu Cue, Gloria Miller, Cathey Kennedy, Pat Wong, Valerie Lienkaemper, Anna Chan, Adrienne Hickman, Jeanie Low, Cathy Miranker, Karen Reiter, Carolyn Startup

Meeting start time: 7:15 PM (with a wonderful pot luck before to celebrate the changeover on the board)

MSP: August Minutes approved

Welcome of new Board Members - Maren Larsen

- Vice-President's Report - Barb Strick - no report
- Treasurer's Report - Gloria Miller (report attached) Membership dues does not cover our expenses. Rent, Set up, Web (\$38/per person per year) and Newsletter (\$31 per person per year) all ~\$69/year per member and we are charging \$35/yr membership fee. (numbers based upon 200 members, we actually have more than that ~240) We need to increase fundraising efforts and/or raise annual dues. Discussion on increase of membership dues by \$10 for a total of \$45/year to be announced in the October newsletter and with a followup E-blast, with discussion and a potential vote by the membership in October. Rolling membership was discussed. The new website supports this way of joining and renewing.

MSP: That we raise full membership dues to \$45 per person per year starting January 2020.

MSP: That the newsletter subscription be raised to \$20 per year per person starting in January 2020.

- Programs Report - Barb Strick – no report
 1. Feedback on previous speaker - Nancy Brown was wonderful. She made us laugh and gave us good information.
- Standing Committee Reports:
 1. Website - Cathy Miranker – (report attached) Discussion question: how important is a cash/ check option to renew membership? The website can not accept either. Carolyn Startup and Karen Reiter volunteered to be co-chairs of a new subcommittee, Membership Liaison, to receive either cash or checks from the members and enter their data for them on the website. One of them will be using their own credit card and will be reimbursed by the Treasurer.
 - Review of Website - what has been accomplished, what still needs to be accomplished in the way of functionality
 - Search function on the Web Guru's list
 - Web Guru's contact info needs to be held by at least one person other than Cathy.
 - There is no succession strategy to follow Cathy as webmaster, yet.
 2. Membership - Anna Chan – (report attached) We will offer renewing members that have not done so by the October 15th meeting, a grace period to attend the meeting without a guest fee of \$5.. The November and December meetings are open to the public. In January the guest fee will be reinstated for wayward non renewed members.
 3. Quilt Show – Alex Byrne (report attached) Board feels that we want Alex to have a co-chair? Maren will call her. (we are worried about the precedent it sets)
 4. Quilt Away - Jeanne Matysiak (report attached) Gloria will talk with her about non members and their fee
 5. Community Outreach - Adrienne Hickman (report attached) – The Paradise Quilt Project is now done.
 6. Friendship Blocks - Kenan Shapiro – no report
 7. Historian - Jeanie Low – will make a binder of photos of the Paradise Quilt Project for the guild.
 8. Hospitality - Margaret Piazza – can not deal with restricted parking and having to carry everything since we are not able to use the kitchen any more.
 9. Library - Cher de la Mere – no report
 10. NCQC - Laraine Salmon – no report
 11. Newsletter - Ginger Ashworth (report attached)
 12. Opportunity Quilt – no report
 13. Sewing Circles - Betty McNeil – no report
 14. Sewcials – Mary has stepped down. Gloria has requested that we suspend paid socials until we have a new co-ordinator.

- Parliamentarian's Report - Pat Wong (report attached)
- Nominations Committee - Pat Wong (report attached)
- Unfinished Business
 1. Speaker Parking and Security – move to next month
- New Business
 1. Meeting Space – move to next month
 2. October Guild Anniversary Celebration (suspended this year)
 3. November Auction - Sumilu is working on organizing the event as well as the December Make and Take. She is getting a lot of support from her sewing circle.
 4. Unfilled positions – move to next month
 - Program
 - Opportunity quilt
 - Sewcials - Virginia Giblin and Andrea Lash have tentatively agreed to take on sewcials. A good trial could be making postcards as a no cost sewcial.
 - Postcards
 - Membership wanted a helper for web renewals - Carolyn Startup (see above)

Location/Date of next meeting, Ortega Branch Library, 3223 Ortega St., SF, CA 94122
 Tuesday, October 22nd, 2019

Meeting adjourned at 9:35 pm.

Respectfully submitted by Cathey Kennedy, Secretary to the Board

Attachments:

Treasurer's Report:

All committees: Please submit all outstanding expenses for current budget year by **September 30, 2019**. I'd like to close the books for the current budget year as soon as possible. The Reimbursement request form is on the SFQG web site.

Membership dues survey to the Board 9.24.19

The approval of the annual budget, especially a negative budget, generates discussions of how to increase income and decrease expenses. The amount we charge for membership has not changed since 2015 thus it is prudent that we review.

History (info that I have).

2006 - Regular Membership dues changed from \$30 to \$35

Senior Membership rate \$25 (I'm not 100% certain about this)

2015 - Senior Membership eliminated. All adult memberships are Regular Membership at \$35

Following is a quick survey of guilds in our area.

NAME	Member Dues	Affiliate Dues	Other	Notes
Monterey Peninsula Quilters Guild	\$50			
EBHQ	\$45	\$50	\$55	\$55 is Family with unlimited members
Santa Clara Valley Quilt Association	\$45	\$65	\$65	\$65 is with USPS mail otherwise email only
Alameda Quilt Guild	\$40	\$40		
Moonlight Quilters of Sonoma County	\$40			
Mt Tam Quilt Guild	\$40			
Petaluma Quilt Guild	\$40			
Santa Rosa Quilt Guild	\$40			
Silicon Valley MQG	\$40			
Diablo Valley Quilters	\$35			Charter and over 80 free. Junior grades 3-12 free. Monthly newsletter to members via e-mail unless instructed otherwise
San Francisco Quilters Guild	\$35	\$50		
MQG (on-line only)	\$30			
Illinois guild I happen to check out	\$37/\$49			\$37 includes electronic copy of quarterly newsletter. \$49 includes printed mailed copy of newsletter

*It was enlightening to visit the web sites of other guilds to gather this information plus to get a sense of how they are run and what their activities are. I noticed we are very similar in size and activities to the Monterey Peninsula Quilters Guild.

*Increasing dues is just one way we can meet the financial needs of our guild. Dues alone will never cover all of our expenses. More successful fundraising, new fundraising activities and decreasing expenses can also accomplish the same goal.

*It would never be the intent of an increase to cause anyone not to renew or join.

Procedure: Should we want to increase dues now, there would be discussion and vote at the board meeting (September or October). Article in the next newsletter (October or November) Discussion and vote at the next general meeting (October or November). Implementation January 1, 2020.

Website Report:

The membership stats from the web site paint a healthy picture of renewals (and I include them here because they are more up-to-date than Anna's figures):

- 30% of the membership has renewed in the past 10 days
- In addition, 3 new members have joined
- And 9 people included donations totaling \$245. (Note: this is *much better* than the entire 2018— 2019 year, when 7 people donated a total of \$197.50.)

As I consider member concerns, I see two issues, seemingly in conflict:

1. One is philosophical. How important do you think a cash-check option is for renewals? For other guild transactions? Do you want to offer paper-based entry for other guild transactions? And if you want to offer such options, how will you staff/support them?
2. The other is technical: that is, the web site cannot accept cash or checks. And I cannot spare the time from my other work on the SFQG web site to handle numerous, individualized issues.

But I do see a possible solution: Recruit/designate one web-savvy volunteer to act for renewing members. That person would be the face of, and conduit for, payment by cash/check and would ...

- Use the web site to renew web-averse members
- Use her own credit card to pay for members unwilling to use their own cards
- Receive a lump advance and/or reimbursement from the treasurer to cover her credit-card expenditures on renewals

This volunteer position would solve the short-term push of renewal for some guild members.

Whether this approach could or should be extended to other guild transactions that are currently web-based (quilt entry, e-tickets) is a related issue, but perhaps not for tonight?

Membership Report:

September 17th guild night, we had 4 guests: Janet McDonald (later that night became first new member joined this fiscal year), Benedetra Iorillo, Lisa and Pat Connell. The \$20 collected will be turned over to the guild treasurer at board meeting.

As of today, September 23, 2019

We have 39 renewals, 2 new memberships, 8 with donations.

Guest fee remain at \$5 for any non member to attend. We no longer have the policy were a member can bring in one guest for free. (It was worth a try to encourage membership but was difficult to oversee.)

This is year 2 of membership sign up/renewal online. It's time to recruit more help. Membership committee needs volunteers who communicate well with members that need individualized assistance. Anyone interested in helping, please let me know as soon as possible. I encourage interested members to be current with the online process themselves first. If a member has online process issues, the volunteer needs to contact web manager for direction.

Would the guild board approve this approach, as I don't feel capable doing this well, while I am screening needs of members ability to renew and to manage my work flow in the next 4 months. (I understand the web manager main job is to handle web-related problems with transactions.)

Becky Simpson extends an invitation to all Board Members to attend the NEW MEMBERS SOCIAL EVENT on November 9, 2019 at the Carlton Corners Scout House, 299 Carlton Avenue, San Bruno, CA, from 2-4 p.m. The invitation is open to all members who had never attended one before. You can contact Becky after October 23rd. RSVP is not required.

OCTOBER E-BLAST REQUEST

To repeat that it's "Time to Renew" information. Any renewals that comes in after December 10th will not get into the 2020 Membership's printed directory. They will, however, be on the website's directory.

Quilt Show 2021 Report:

- The Show Committee is filling out - the full membership can be seen on the website. Open positions are Vendors, Volunteers, Take Down and Publicity among others - so some key roles.
- More recruitment is going to take place in person at the next member meeting. Aiming to have all positions filled by the end of the year.
- Barb Strick has been confirmed as the Member Artist.
- Suggestions for things to be included in the Show are coming in but the usual situation is in place where we have plenty of ideas and not enough volunteers to do them.
- Gloria made an interesting suggestion about asking Joe Cunningham to perform a "benefit concert" for the Guild to coincide with the Show. This would also be a good time to sell some more Opportunity Quilt tickets. I have not yet discussed this with the rest of the Committee but will do so shortly.

QuiltAway 2020 Report:

Printed Registration/Information packets for QuiltAway were available at the September meeting. Thanks to Janet Mednick for bringing the papers as I was away at a retreat. Much admiration and appreciation for Cathy and Ginger for their work with the website and newsletter sharing of QuiltAway news. Registration begins with our October meeting. I will keep in touch with the board regarding how sign ups are progressing. At this time we will be accepting only members for participation. Once we have confirmed members have received their workshop choices, I will advise if we have space available to reach out to friends. It has been suggested we charge a small fee over cost to nonmembers, perhaps half the dues amount. But that will be for a future discussion.

Gloria has sent in our deposit and I have our workshop instructors contracts. I discussed the budget with Gloria. To cover expenses and remain on budget, participant fees have about \$8 extra in their costs above meals and lodging. We do plan to hold a modest raffle one evening.

Community Outreach Report:

Community Outreach Quilts received at Guild Meeting September 2019

- 14 preemie quilts
- 6 baby quilts
- 12 baby/lap quilt tops with backs
- 45 pillowcases including 20 Halloween theme
- 1 back
- 1 binding
- 4 Christmas gift bags
- 9 fire survivor quilts

Total of 70 quilts delivered to Annie's Star Quilt Guild in Chico on September 11, 2019.

Joy-Lily inquired re: the quilting of her friendship quilt (tree pattern) for the fire survivors. I believe that the membership has been advised that the project is over. Although we did not spend the \$5,000 approved by the membership, the fiscal year ends September 30th. Any additional expenses would have to be approved by the board and the membership. I could suggest to her that she solicit donations from Guild members to pay the \$50 gratuity to a long-armed. I am not willing to assist with this project, but can arrange to deliver the finished quilt to the Napa/Sonoma group, "Happiness is a Warm Blanket" when I travel to Sonoma to take my own quilts to Laura Lee Fritz.

Thanks to Gloria's announcement at the Guild meeting, we got several possible volunteers to deliver Sue Fox's eight quilts plus one from another quilter to Chico.

Newsletter Report:

Report from editor of Newsletter

Please note that the newsletter is **free** to those who receive it electronically, as there is no fee involved for its production. And about a quarter of the existing membership receives a paper copy, and the majority of those pick up their copy at the meetings so for them the cost of the newsletter is "only" about \$11–\$12 a year—the price goes up when their is postage involved.

I have received some advertising revenue which I will either bring to the next guild meeting and hand off to Gloria, or I will drop in the mail. In September's *Quilters Cables*, I somehow managed to turn a 17-page newsletter into a 12-page newsletter—I had lots of articles to fit in! the Budget, the Library Report of New Books, a comprehensive report on our 38th year, and more affiliates are taking advantage of the Spotlight on Affiliates section where they can let us know about their upcoming events and workshops— plus much more! It is packed full this month.

Report from Affiliate Liaison for Membership Committee

I have also volunteered to be the liaison for affiliates for our Membership Committee. I have heard from several current guild members that they do not want to renew with their credit card online, due to security reasons.

We lost two affiliates last renewal period, one was "too busy" to figure out a new renewal system. The other wanted to pay with a check like she pays for all the other guilds that she belongs to—for many affiliates we are not the only guild that they belong to. Losing two affiliates might not seem like much, but, we only have fourteen affiliates right now, which makes it true that we have lost 12% of our affiliates purportedly over payment issues (not being able to write a check and dropping it into the mail).

Parliamentarian's Report:

The guild bylaws says that the communications committee shall provide info to members in both printed and digital form (ArticleVII, section F, 2a)

Nominations Committee Report:

Congratulations to the new board. Eighty ballots were distributed at the last meeting and 71 were turned in. The vote was unanimous for all candidates, congratulations!

Also a big thank you to the nominating committee for their hard work.

