

SFQG Board Meeting Minutes – November 24, 2020

Location: Zoom meeting on line

Present: Claudia Shearer, Sumilu Cue, Gloria Miller, Cathey Kennedy, Valerie Lienkaemper, Anna Chan, Jessica Church, Judy Epstein-Williams, Holly Gato, Adrienne Hickman, Maren Larsen, Dani Lawler, Jeanne Matysiak, Julia McLeod, Cathy Miranker, JoAnn Vail

Meeting start time: 6:30 PM

MSP: October Minutes approved

Vice-President's Report - Sumilu Cue (nothing to report)

Programs Report - Sumilu Cue (see attached)

Treasurer's Report - Gloria Miller (see attached)

Parliamentarian's Report - Valerie Lienkaemper (nothing to report)

Standing Committee Reports:

Tech Guru – Holly Gatto (see attached) Doing a great job on Instagram and FaceBook

Website - Cathy Miranker (see attached) Lisa Lieberman is now assisting Cathy

Miranker. Any website emails should be sent to both Cathy and Lisa.

QuiltAway - Jeanne Matysiak (see attached)

Community Outreach - Adrienne Hickman/Jessica Church (see attached)

Friendship Blocks - Kenan Shapero (no report)

Historian - Jeanie Low (no report)

Hospitality - Margaret Piazza (no report)

Library - Cher de la Mere (no report)

Membership - Anna Chan (see attached)

NCQC - Maren Larsen (nothing to report)

Newsletter - Ginger Ashworth (see attached)

Mailing cost currently \$24 but charge is \$20

Opportunity Quilt - Dottie McHugh (see attached)

Postcards - JoAnne Vail (see attached)

Sewing Circles - Betty McNiel (no report)

Block of the Month/Lone Robin - Julia McLeod (see attached)

Round Robin - Mary Spadaro (no report)

Free Table – Val Lienkaemper (see attached) Ideas: set up a calendar on the website for people to sign up to host the free table

We don't seem to need to set up a sign in sheet for times to come to the table.

So far they have been self-regulating, it works for now, maybe later?

2 free tables on back-to-back weekends work!

Holly is willing to post about them on Instagram

Saturday Sewcial Workshops – Maren Larsen (see attached)

Show and Tell – Judy Epstein-Williams has volunteered to present 5-10 minutes of member's quilt photos to our Zoom meetings as we do in our in-person meetings. She will manage the slide shows.

Discussion Points:

1. Filling open volunteer positions - Strategy for filling these positions and what to do if we can't fill spots right away:

a. membership chair, Dani Lawler and Julia McLeod have volunteer take on the task as co-chairs... Julia for the people side and Dani for the spreadsheet and tech side. Dani and Julia will talk with Anna. A point person may be needed.

b. workshops – someone to work with Sumilu to add speaker workshops to our offerings. Saturdays (full day) and Sundays (half day). These would be paid workshops.

c. sewing circles coordinator - please send names to Claudia. A Zoom break out room of people who want to join a sewing circle and they could organize themselves. A room facilitator would help organize the process in each room. Adrienne and Maren volunteered to host a room each.

2. Bylaws review - More general discussion of who is doing the work, how it could be rebalanced now that we have gone virtual and the nature of the guild volunteer work has changed. Tabled... will be revisited at a later date.

3. Fundraising in 2021. Can we come up with one fundraising idea we can all agree on that's in alignment with the guild's values & traditions and decide who is going to do the work? This can be a topic for each board meeting. Suggestions: a Pledge drive for various projects, though we tend to stay away from raising money for a specific project because they become “designated funds” and can not be spent on anything else. A raffle of donated items, but can not do it on line. Quilt studio tours... would need a facilitator. An auction... takes a lot of volunteers and time. Zoom raffle/auction. Greeting cards of Round Robin Quilts or Lone Robin Quilts or Quilt Show winners (permission will be needed from each maker). Calendar Girls? Small quilts to sell or auction (12x12). Swag – tote bags, hoodies, etc. Claudia will write up some ideas and circulate the document.

New Business: (see above)

Unfinished/Ongoing Business: (none)

Location/Date of next meeting, Zoom Meeting / January 26, 2021

Meeting adjourned at 7:50 PM

Respectfully submitted by Cathey Kennedy, Secretary to the Board

Attachments:

Programs Report:

1. Kathy Anso and Linda Rae - November 2020

Seemed well-received. Had around 120 attendees. Payment was more cumbersome than usual. Thank you for all your help, Gloria.

2. Sew 'n Tell - December 2020

Judy Epstein is putting together the slideshow. Deadline is this Monday, November 30, 2020. She has received 5 submissions so far. For the last Sew 'n Tell, submissions showed up around the deadline. May be send out an email blast for more submissions?

3. Sew n' Tell - 2021

Judy and I would like to propose that we do a short Sew 'n Tell slideshow every month until we are all able to meet in person again. Thinking 5 to 7 every month for 8 to 15 minutes of meeting time. I would replace the June Sew n' Tell with a speaker.

4. Second half of 2021 Speakers

I am following up with the speakers to get the last of the signed contracts and photos. I will get the web content pulled together over the next couple of weeks.

Treasurer's Report:

Monthly Cash Flow through November 20, 2020 attached

Profit & Loss: for period ending November 20, 2020 attached

Bank Balances:

*PayPal	600.00
QuiltAway Savings 3346	0.22
QuiltAway Checking 7998	150.00
SFQG Savings 7919	56,787.26
SFQG Checking 8771	15,162.15
	72,699.63

Bank Accounts: *PayPal has been temporarily added as a 'Bank Account' as \$600.00 has been transferred from SFQG checking to pay incoming invoice from our November New Zealand speaker. Usually our PayPal balance is not reported until I transfer funds from PayPal to Wells Fargo. FYI PayPal funds are transferred to Wells Fargo one, two and sometimes three or more times a month depending upon activity.

TicketTailor: Financial link, to record incoming guest fees, from TicketTailor to our PayPal account has been completed.

FaceBook: Holly Gatto has been added as an Administrator to SFQG page which is linked to my personal page.

[/Users/cathey/Downloads/p and I 11.20.2020.xls](#)

[/Users/cathey/Downloads/Cash Flow report November 20, 2020.xls](#)

Tech Guru Report:

Zoom and TicketTailor

I met with Alex to learn about taking over Zoom and TicketTailor. Zoom for November's meeting went fine and now that I have gone through the process for downloading and uploading the videos to YouTube that should go faster in the future.

The Zoom and TicketTailor events have been created for the January meeting and the January Sewcial. Gloria set up our PayPal info, so now we should be able to charge for events. I set up the TicketTailor event for January and I have it set for \$5.00, the link is now available.

I would like to create a document that goes over how to set up Zoom and TicketTailor events in case someone else would need to do so in the future.

Instagram and Facebook

I spoke with Gloria about the Facebook Page vs the Facebook Group. The Facebook page is required in order to have Instagram setup correctly and it was also used to create the Group, so we will need to keep the Facebook Page.

Originally there was some interest in having a private page and a public page? Right now both the Page and Group are viewable by anyone and anyone can follow or like either. Only members of the Guild can be members of the Facebook Group. The Facebook group is where most of the content is posted, and only members can post in the group.

I plan to propose some updates to our Facebook Policy.

I am trying to post more regularly to the Instagram account - I have a lot I can post - completed Round Robin quilts and quilts that were donated for last year's fires. I also spoke to Karen Reiter and she will email me photos of this year's donated quilts as she gets them and I will post those to Instagram and Facebook as well.

Website Report:

1. Handling Updates

- The site is up-to-date as of Friday Nov. 20th and ... drum roll, please ...
- Lisa Lieberman will be handling updates on Saturday Nov. 21st after the three events scheduled for that day (free table, Curbside Outreach, a Virtual Sewcial) have concluded.
- Other updates in the works will include pictorial changes reflecting Epiphany House quilt donations by Community Outreach; a recording link for the button-making sewcial (if available); and a nonmember registration/guest fee link for the January meeting.
- Going forward, Lisa and I will be sharing the work of keeping the web site current. [Please make sure to address any requests or queries to both of us.](#) We are still experimenting with how best to divvy up work on the site and how to rein in the number of updates.

2. Managing Membership Data

- I propose shifting the management of all membership data that comes into the web site via join/renew transactions to Membership.

- How it works now:
 - I keep tabs on transactions (noting and resolving any financial oddities, forwarding mistakes in member data to Membership for follow-up)
 - I am the intermediary between web-based transactions and Membership. That means ...
 - I export web-based data and produce a comprehensive spreadsheet for Membership, at least twice monthly (but more frequently during renewal "season")
 - In addition to transactional data, the spreadsheet incorporates additional information requested by Membership (flagging new members, for example; noting whether members joined via the web site or via Carolyn/Karen; highlighting in red any changes in membership data, among other conveniences)
 - During renewal "season" (a five-month period) membership also requests a separate spreadsheet listing members who have not yet renewed
 - If requested, I also produce an affiliates-only spreadsheet for Ginger; and I share the spreadsheet, when requested, so Community Outreach can track member participation
- How it should work:
 - Membership should take complete ownership of all data acquired through join/renew transactions
 - Membership should produce and update its own spreadsheets, sorting them, adding other data, and querying them as needed
 - Membership should make corrections in data (misspelled names, incorrect email, mistyped entries, etc.) in member records on the web site
 - Taking responsibility for member data does not require any specialized web knowledge or any prior experience.
 - It entails a willingness to learn how to safely access two areas of the web site—the transaction area and member records—which I can readily teach via Zoom.
 - It requires competence with spreadsheets
 - I would retain financial oversight for web transactions and facilitate the hand-off of other tasks to Membership

QuiltAway Report: I have made a tentative reservation for Walker Creek for June 23-27, 2021. No fees are required at this time. We are all waiting to see how things go as we move forward.

They are reserving space for 30 participants at this time with options for 3 or 4 night reservations as well as economy, semi-private and private sleeping lodging. The lodging buildings reserved for our use will accommodate more participants, I just needed a place to start our plans. Five workshops rooms are reserved to allow lots of space for individual workspace. I have requested permission to reserve semi private rooms for two instead of their usual three persons. They do allow participants to bring their own tent/RV with a fee if anyone is interested in that option.

After the holidays I will meet with the retreat committee about more details regarding activities and workshops. Please let me know if you have any concerns or questions.

I will not be participating in the meeting next week as I have a prior commitment. I welcome your interest and suggestions and look forward to hearing from you. My fingers are crossed that we will be together again with our projects in 2021.

Community Outreach Report: Curbside Outreach will continue in 2021 on the first and third Saturdays of each month.

November Curbside Outreach
Member Donations
3 Preemies
7 crib quilt
9 lap quilts
1 full size

Outreach Kits Returned
16 pillowcases
2 Xmas totes
9 lap quilts
2 crib quilts

Fire Survivor Quilt Project
33 total finished quilts
12 ready to be quilted
2 out for quilting

Quilts Delivered
63 lap quilts to Laguna Honda Hospital

Membership Report:

The Guild welcomed 5 new members between November 9-15, 2020

Judy Armstrong from Oakland, CA
Carolyn Billheimer from Portola Valley, CA
Andrea Engbretsen from Bethel, AK
Nancy Williams from Emeryville, CA
Susan Fuller from Oakland, CA

UPDATE ON MEMBERSHIP from August 1- November 15, 2020

Total memberships: 186
(14 new members, 159 renewed members, 12 affiliates and 1 life member)
Total newsletter subscribers: 4

UPDATE ON DONATIONS MADE from August 1 to November 15, 2020

Total Donation made by 17 members: \$570 (from August 1-November 15, 2020)
Additional donation made by 2 members: \$80 (on February 1 and March 6, 2020)

All members who made a donation from February through the end of December 2020 will receive a fabric post card with a thank you note from the guild.

Since our last board meeting, Julia McLeod reached out to welcome our new members to the guild. Thank you Julia for being our welcome wagon. How kind of you to offer to do it again.

Newsletter and Affiliate Report:

Affiliates

1) I have a copy of the form for membership renewal on the website where I can direct inquiries, so that I don't have to tell those people who prefer to pay by check to print out, fill out, and mail the form on the back page of the newsletter if they are no longer receiving the newsletter due to nonpayment of their dues.

2) Our guild president, Claudia, shared this thought: I have been getting a lot of inquiries in the president's inbox for people looking for quilting-type services . . . (could we add information) on (our) website that lists their services (description of type of business, i.e., longarming, fabric, equipment, etc.) . . .

The existing page on our website: [Click on the <About> header; then click on the <Affiliates> header] shows the affiliate name, contact person(s), address, city-state-zip, telephone number, email address, website link.

example:

Always Quilting

Kit Morse & Julie McAuliffe

4230 Olympic Avenue

San Mateo, CA 94403

650-458-8580

info@alwaysquiltingonline.com

A solution to Claudia's idea would be to add another field, a descriptive field, where the affiliate can describe their list of services. I could check with our Website Administrator if this is a possibility.

Any thoughts about these two things?

I would like to report that all but one pre-existing affiliate has renewed, and I am pretty sure that all will be renewed by the time the January newsletter comes out.

report from the Newsletter Editor:

The guild's monthly newsletter, *Quilters Cables*, on a by-laws mandated break, is on its well-deserved hiatus for the month of December. The next newsletter will be sent out in January 2021.

Post Cards Report:

Totals To Date:

Income: \$120.00

Expense: \$ 65.10

Profit: \$ 54.90

Also, here is a web site I found regarding virtual fundraisers. Lots of ideas:

<https://soapboxengage.com/>

Block of the Month/Lone Robin Report: I have received 11 so far of a promised 21 entries. Mary Spadaro has kindly offered to present the final slide show and poll in my absence on Dec 8th.

Thank you to the guild for covering the \$50 gift certificate to Bay Quilts.

I would like to repeat this Lone Robin exercise next year, beginning in February.

Free Table Report: We have had 2 free table events since our last board meeting.

Jane Gent had one on November 21st (this past Saturday) and I had one on November 7th.

Both were well-attended. It helped that they were each at the same time and only a few blocks from Community Outreach events hosted by Adrienne and Jessica.

No one has contacted me about holding a future free table.

Saturday Sewcial Report: Because of Covid restrictions the guild is hosting Saturday Sewcials virtually this year. Virtual Sewcials are offered to members only at no cost. The intent behind a Sewcial is to provide an opportunity for members to gather and share in a supportive environment. The goal is to schedule at least one Virtual sewcial per month, (except December) asking a member to share a skill or technique they know.

Date	Presenter(s)	Title	Description
Saturday 11/21/2020 8 members attended	Melanie Perkins and Laura Bowen	English Buttons	Learn how to make Dorset buttons, Yorkshire buttons, and old-fashioned fabric covered buttons.
Upcoming	Sewcials:		
Saturday 1/16/2020	Catherine Sherman	Beyond Red, White and Blue - Flags	Learn a simple method for making quilt blocks using the geometry of the American flag.
Saturday 2/13/2021	Adrienne Hickman Jessica Church	Community Outreach	Members will work on quilts for community outreach
Sunday 2/21/2021	Pattie Klimek	Crayon Tinted Embroidery	This class will teach you the crayon tint technique along with a bold blue teacup embroidery pattern.