

SFQG Board Meeting Minutes – February 23, 2021

Location: Zoom meeting on line

Present: Claudia Shearer, Sumilu Cue, Gloria Miller, Cathey Kennedy, Valerie Lienkaemper, Ginger Ashworth, Jessica Church, Holly Gatto, Adrienne Hickman, Maren Larsen, Dani Lawler, Lisa Lieberman, Jeanie Low, Dottie McHugh, Sam McIlraith, Julia McLeod, Kenan Shapero, JoAnn Vail

Unable to Attend: Barb Strick

Meeting start time: 6:30 p.m.

Welcome by Claudia Shearer, President, who called the meeting.

MSP: January Minutes approved

Review of **PROGRAMS** by Sumilu Cue: The June and July speakers should be scheduled with signed contracts soon. Caroline Cory has offered to work with Sumilu.

Last Guild Meeting: Trudy Cleveland, the speaker was generally well received but some of the information she offered on photographing your quilts was dated and very Apple oriented, leaving out the Android users.

Question: Do we want a more formalized process for assessing speakers such as an instant Zoom poll during the meeting or a separate poll to be sent out to general membership after the meeting with first question “Did you attend the Zoom meeting?”

WORKSHOPS discussion presented by Sam McIlraith: The July Workshop - Mel Beach is teaching Intriguing Interweaves (scheduled for calendar dates before her talk at the guild meeting) – The workshop will be split into two dates July 10th and 17th. The first class will be 3.5-4 hours to cover the construction process and the second will be 2 hours and will focus on the finishing and design inspiration for using the technique being featured.

What to charge? The Workshop Committee suggests a flat fee of \$50 per attendee for guild workshops. They arrived at this number in the following way. Using Mel Beach, who charges \$700 for her workshop, as a starting point and using 14 attendees as a working number results in the equation of Teacher’s fee (\$700) divided by the number of attendees (14), equaling \$50 per attendee. Since the cost of hiring each teacher will vary depending on what each speaker charges the fees collected for the less expensive teachers will cover the cost of the more expensive teachers. The whole idea is for the Workshop Program at large to break even. Workshops are not a money making venture for the guild. Any unfilled spots in a workshop could be offered to non members at an additional \$10 (suggested).

Note: No refunds will be given with cancellations, but those who can not make it to the workshop can offer their spot to another person. It will be up to the two of them to work out the money between themselves.

Membership: Proposal to eliminate pro-rated memberships was presented by Dani Lawler. The topic was discussed but no conclusion was reached. The topic will be revisited at a later date to decide if we want to continue offering a reduced membership rate.

Fundraising Project Idea: presented by JoAnn Vail Maybe a raffle quilt/ or opportunity quilt? The St. Mary’s quilt was suggested as they have not contacted us so we do not know if they still want the quilt we planned featuring famous San Francisco landmarks.

Legally we are not sure about how we are able advertise the quilt and sell tickets. NCQC has 13 quilts featured with live links to the web site of the guild as a way to promote some quilt. JoAnn will connect

with Maren and Dottie to explore the feasibility and process of the project.

New Member Social – Update presented by Julia McLeod The event has been scheduled for March 28th at 2:00 PM. Board members and Committee heads are encouraged to attend and speak briefly about what they do, they do not need to stay for the whole meeting. Meeting is scheduled to be an hour.

New Business: The suggestion was made to shift the board meeting time back to 7:00? The group was in favor of the time shift and will start next month.

Unfinished/Ongoing Business:

Member poll assessing the monthly speaker
Prorated membership and possible changes to the bylaws
Opportunity Quilt

Location/Date/Time of next meeting: Zoom Meeting / March 23rd, 2021 at 7:00 p.m.

Meeting adjourned at: 8:15 p.m.

Respectfully submitted by Cathey Kennedy, Secretary to the Board

Attachments:

(below are the reports submitted by the chair of each committee)

Programs Report – by Sumilu Cue: February Meeting: Trudy Cleveland’s presentation on taking quilt photos was basic, but presented some tips I think were helpful and new for most people. She stayed on through the whole meeting which was appreciated.

Meeting was jammed packed between introducing Barb Strick and Sam McIlraith as workshop chairs for the Workshop Committee, Trudy’s lecture, Sew and Tell, and Julia McLeod’s Lone Robin presentation for the new year, so skipped the breakout rooms this month.

Our July speaker had to withdraw due to health issues.

Caroline Cory will be helping with programming and I’ve asked her to take the lead on choosing the speakers for next year, but I will stay on this year to manage this year’s speakers and to help her with contracts and negotiations. However, we will be working on filling June and July of this year first. We will be tag teaming with our new workshop chairs on the summer speakers too.

Note: one big issue for choosing speakers is the timing of when we will be able to gather again in person. Recent news on Covid-19 and its variants are making it sound tricky.

Treasurer’s Report – by Gloria Miller: Cash Flow and Profit & Loss for period ending February 21, 2021 attached below

Bank Balances:

QuiltAway	0.22
QuiltAway Checking	150.00
	56,788.6
SFQG Savings	9
	13,828.4
SFQG Checking	4
	<u>70,767.3</u>
	5

Zoom: After discussion with Holly Gatto, it was decided to purchase a one-year contract with Zoom for one basic zoom account, not two as was reported in January. Purchase made..

Workshops: Spoke with Barb Strick concerning financial implications of workshops. Enrollment fees, Ticket tailor, PayPal, cash and check deposits, refund policy, instructor contracts discussed. Barb will share discussion with Sam McIlraith.

</Users/cathey/Dropbox/SFQG Board/Minutes/2020-21/Support Docs/February 2021/Cash Flow report February 21 2021.pdf>

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Website Report: Submitted by Cathy Miranker - Web site functioning well; fixes for a few issues still pending.

Reminder: please email both Cathy and Lisa as soon as you have updates.

- We alternate months: Cathy is handling March updates, Lisa is handling April updates, etc.
- Cathy continues to create page designs and elements that use photographs. If you are responsible for speakers, teachers or other events (Lone Robin, Outreach Sewcial, Free Table, etc., please provide the following SOONEST: date/time, descriptive text, 3-4 high-resolution images, plus a headshot, for each event.

QuiltAway Report: Sadly no news yet about our tentative reservation. I will let you know as soon as I hear from them. Walker Creek must wait for the school district to make the decision.

Community Outreach Report: February 23, 2021
Submitted by Adrienne Hickman, Jessica Church, and Karen Reiter

Member Donations using member's own fabric	Outreach kits
20 lap	16 lap
12 baby	5 crib / baby
1 preemie	3 pillow cases
11 tops	

There are 36 lap size Fire Survivor Quilts awaiting delivery. The Santa Cruz project only wants bed-size quilts. We are working on locating other groups distributing quilts to fire survivors. The Guild's current fire survivor project has concluded.

No quilt deliveries were made in February.

Library Report: The Feb 20 multi-activity day brought 8 members who mostly returned items and checked out some periodicals and a few books, but not many. Only \$19 in book sales, which leads me to another topic. I have about 10 boxes of books for sale in my garage and I want to get rid of most of them-if they haven't sold through 3 sales attempts I'm willing to donate them to the Friends of the Public Library whose donation center is now open by appointment through their website so I'd like to send out the call to members for help in doing so since I don't have a car. Can I put my request in the newsletter or can it be part of monthly e-mail blast.

Membership Report: Submitted by Dani Lawler
Current membership: 197 Full/Lifetime Members

17 Affiliate Members

4 Newsletter Subscribers

6 New members since last board meeting report in Jan 2021

4 Renewals since last board meeting report in Jan 2021:

\$0 Donations received since last board meeting report

Activities:

Online Membership Directory is up to date.

Efforts to reel back in lapsed members, spearheaded by Gloria Miller (see below)

Dani provided a list of 56 lapsed members to Gloria and labels to

Becky Simpson for distribution of February newsletters.

3 lapsed members from this group have renewed.

A simplified paper form for renewal by check will be put on join/renew page of the Website. No more need for it to be in newsletter.

Membership, special project report - Submitted, Gloria Miller

Special one-time outreach to past members who did not renew

Dani Lawler provided the list (and mailing labels) for 56 2019-20 members who did not renew 2020-21.

Adrienne Hickman, Valerie Lienkaemper and Gloria Miller wrote individual notes to those members 56 additional copies of the February 2021 newsletter were printed and the notes were inserted, labels and stamps applied and mailed.

To date, four people replied either by phone or message and three have re-joined. One indicated she would rejoin when we met again in-person. All expressed much appreciation for receiving handwritten notes.

Thanks to the board for support in this one-time effort and to Dani, Adrienne, Val and Becky Simpson.

NCQC Report – by Maren Larsen: Nothing to report this month.

Newsletter Report: February newsletter got out early this month. I hope that the lapsed members' outreach has helped.

Opportunity Quilt Report – submitted by Dottie McHugh: In her report, JoAnn Vale brings up the subject of a raffle quilt with examples of other guilds holding and advertising raffles. What we can or can not do about advertising and selling raffle tickets is always a subject when a new raffle quilt is started. Attached is a little of what I've read and saved about advertising and selling tickets online from the Office of the Attorney General, California and the Penal Code Section 320.5.

In short, **Cannot advertise, sell or conduct the raffle on the Internet.**

I don't give legal advice and I can't debate legalities. I see other guilds featuring their opportunity quilts in their newsletters and last time I checked, there were 13 opportunity quilts showcased on the NCQC web site with contact information. One guild website I visited asked the reader to send money.? What it looks like to me is that we can talk about our opportunity quilt online but we can't advertise it. Maybe, and I'm not sure, we can print, "Contact so and so at email address or phone number for more information".

I'm **not** against a raffle quilt. I can do the required registration and reporting

Post Cards Report – by JoAnn Vail: I will attend the Board meeting. No news regarding Postcards this month.

Sewcials Report – by Maren Larsen: Member feedback about hosting Sewcials via Zoom has been very positive. Members comment that they enjoy spending a morning with fellow quilters and appreciate the workshops that have taught them new skills. (Sewcials are presented to guild members only by guild members, who donate their skills and projects to the group.)

February's Sewcial, Crayon Tinted Embroidery, was hosted by member Pattie Klimek via Zoom on Sunday, February 21. 18 Members attended and a fun time was had by all.

Our next Sewcial will be a Community Outreach day hosted by Adrienne Hickman and Jessica Church on Saturday, March 13th.

We will coordinate with new Workshops Committee so we don't schedule workshops and Sewcials for the same time slot.

Free Table Report – submitted by Valerie Lienkaemper: An Outdoor Free Table was held at Holly Gatto's house last Saturday the 20th. Thanks, Holly.

No upcoming free tables scheduled.

Workshops Report: Submitted by Barb Strick - Sam McIlraith and I have been planning and scheming and we're really excited to get some workshops on calendar. Sam will be representing us both at Feb Board meeting.

The online survey showed that of 50 respondents, 48 said Yes to participating, and only 2 said No. A notable statistic is that very few members would spend more than \$125 a for two-day class.

We hope to start with June or July, and we hope to get instructors that are well-known and well-liked by the guild. Mel Beach is a favorite, and she is already penciled in for July 10 and 17 on our calendar, for her Intriguing Interweaves class. It's a 6 hour class on zoom, and she suggests breaking it into 2 sessions. I like that idea too. Cost to the guild is \$700.

Also contacted for class is Sandra Johnson, we are especially interested in her Denim Jeans-To-Quilts class. Although people really liked her quilted apparel lecture, everyone in my breakout session felt they would look like a walking sofa if they wore it. So..... Denim quilts made from jeans is our request.

Looking beyond the Bay Area and for some well known teachers is Timna Tarr, Jenny Haynes aka Papersaxsten from London(?) or somewhere in Europe, Brenda Gael Smith (New Zealand) teaches improv, Sherri Lynn Wood (also improv, so we'd have to spread these out). Someone in my sewing circle suggested Chawne Kimber aka CauchyComplete. I plan on contacting her soon.

We plan on coordination with Sumilu and Caroline for speaker/workshop combos. And will also consider overlap dates with Outreach work days.

Some details that Sam and I are currently making decisions on, and Sam will discuss at Board meeting:

Payment methods

Cancellation policy

Marketing strategy, including time allotment, and when to invite non-guild members.

Another survey (possibly SurveyMonkey?) asking for suggestions on techniques and/or specific teachers.