

SFQG Board Meeting – March 23, 2021  
Location: Zoom meeting on line

**Present:** Claudia Shearer, Sumilu Cue, Gloria Miller, Cathey Kennedy, Valerie Lienkaemper, Jessica Church, Caroline Cory, Anna Chan, Cher delaMere, Holly Gatto, Sara Guyol, Maren Larsen, Dani Lawler, Jeanie Low, Dottie McHugh, Sam McIlraith, Julia McLeod, Cathy Miranker, Barb Strick, JoAnn Vail

**Unable to Attend:** Adrienne Hickman, Ginger Ashworth

**Meeting start time:** 7:00 PM

Welcome by Claudia Shearer, President, who called the meeting

**MSP: February Minutes approved**

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

Programs Report - Sumilu Cue and Caroline Corey (report attached)

Treasurer's Report - Gloria Miller (report attached)

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

Standing Committee Reports:

(These are usually submitted in writing and distributed by email. They are added at the end of the minutes as attachments)

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

Free Table – Valerie Lienkaemper (no report)

Friendship Blocks - Kenan Shapiro (no report)

Historian - Jeanie Low (see attached)

Library - Cher de la Mere (see attached)

Lone Robin - Julia McLeod (no report)

Membership – Dani Lawler/Julia McLeod (see attached)

NCQC - Maren Larsen (no report)

Newsletter - Ginger Ashworth (see attached)

Opportunity Quilt – Dottie McHugh (no report)

Postcards - JoAnne Vail (see attached)

QuiltAway - Jeanne Matysiak (see attached)

Round Robin - Mary Spadaro (no report)

Sewcials – Maren Larsen (see attached)

Sewing Circles – Sara Guyol (no report)

Technology – Holly Gatto (see attached)

Website - Cathy Miranker/Lisa Lieberman (see attached)

Workshops – Barb Strick/Sam McIlraith (see attached)

**New Business:**

**Creation of a Bylaws Committee: Valerie Lienkaemper:**

Val has formed ad-hoc committee that she will chair to assess the bylaws and make recommendations to the board for revisions. They plan to meet once a month and Val will coordinate with Holly Gatto for a convenient Zoom meeting time. The Committee is open to board members and guild members. They plan to go through the bylaws, each part in turn and are hoping to be done by the end of the year December 2021. Any proposed amendments will be presented to the board before coming to a vote.

### **Proposed Facebook group change: Holly Gatto**

Holly recommends changing our Public Facebook Group to a Private Facebook Group because of changes that Facebook is making to the settings for Public Groups. Holly has sent out details outlining why the change is needed.

Once a Facebook Group is changed to Private from Public, it cannot be changed back.

Because we have a policy that states that you must be a current, paid up, active member to be in the Facebook group and will be removed if you have not paid your annual dues all non-guild members will be culled out.

*Claudia, Holly and Julia will get together and do more research on the subject*

### **Media Release Issue: Claudia Shearer**

**Shall the guild adopt a policy such as: “Members of the SFQG and their guests consent to have their name, photos, likenesses of themselves and their work published by SFQG in association with its work on social media sites (Facebook, Instagram, etc.), our web site, press, advertising and in any publications that SFQG may produce from time to time”**

*We need to also provide a statement on how to opt out. The Policy would cover pictures of events and the people and quilts and their personal information. We currently have a data protection policy statement on the website.*

*Claudia will do more research on the matter.*

*Jeanie Low needs to get releases for two of the Quiltmaker’s stories.*

### **Guild fabric fundraiser:**

**Is the guild in favor of holding another fabric fundraiser in the near future for guild members?**

We have been offered a donation of kimono silks by an individual (nonmember). As these items may be of high quality, we would like to offer the silks for donations to the guild. The event could be featured alongside a free table event. Valerie Lienkaemper has offered to be the point of contact to receive and assess the donated items.

*Val is all in favor of a “fabric fundraiser” and will know more when fabric donations are received (probably in May).*

Our previous Fabric Fundraiser resulted in a donations to the guild totaling \$838.55.

**Shall the guild sponsor a weekend virtual quilting retreat in lieu of the cancelled QuiltAway?**

*Sumilu Cue has volunteered to work with Claudia to explore some kind of retreat this summer. Outreach has requested that guild events not be scheduled on the first or third Saturday of the month.*

The Global Quilt Connection is offering an All-Star Virtual Sampler Platter in May. It is a two day event on the 22nd & 23rd, 3hours each day. Six or so teachers will provide +/-20 minute demos of techniques. The cost to our guild is \$75 total. Once paid the offer goes out to the entire guild membership. It will be a multi guild meet up. It will not be recorded... it will be live only.

*Claudia Shearer will gather any needed information and will sign us up for the event.*

**MSP:** A motion was made to participate in the Global Quilt Connection’s All-Star Virtual Sampler Platter. It was passed with one abstention.

**Review venue recommendations made by the Venue Search Committee last year (pre-Pandemic).** The Committee was comprised of Adrienne Hickman, Sumilu Cue, Valerie Lienkaemper and Dottie McHugh.

*St John Armenian Church and Irish Center were the two favorites. The Irish Center had some challenges such as stairs, a high stage, and that we would only have access to half their big room. St John's is more user friendly, has a parking lot and are located in the center of the city. The bus schedule is not very frequent.*

*They do not offer a lease, but more of a partnership agreement between the guild and the church for that meeting space.*

**Post Shelter in Place Strategy:**

The board made the decision a few months ago to remain on Zoom through the end of 2021 so that Sumilu Cue could book our speakers. Suggestions were made that we meet for 6 Months on Zoom and 6 Months in person or the winter months on line and the rest in person. The October speaker is from Napa and is willing to present either on line or in person.

Sumilu has requested that the board make a decision by July so that programming can be set up past December.

**Unfinished/Ongoing Business:**

Member poll assessing the monthly speaker  
Opportunity Quilt

Meeting ended at 8:50 p.m.

Next meeting April 27, 2021 at 7:00 p.m. via Zoom.

Respectfully submitted by Cathey Kennedy, Secretary to the guild

## Attachments:

### **Programs Report:** Sumilu Cue

March 2021: Lisa Walton, Leap and the Net Will Appear, Sydney, Australia

1. We almost had a snafu over meeting time because of daylight savings, but luckily, I scheduled the rehearsal on Sunday after the time change and not on Saturday. Otherwise, we may have been left wondering where our speaker went.
2. This was the first meeting that actually felt like it ran well with regard to time.

April 2021: Blair Stocker, Finding the Value in Your Scraps, Taos, NM

Blair is a modern patchwork quilter, writer, and instructor ([www.wisecraftshandmade.com](http://www.wisecraftshandmade.com)). I have invited a couple of members to participate in her presentation. They'll pull around 10 pieces of fabric from their stash that will be shared on Zoom for a discussion on value.

May 2021: David Owen Hasting, Minimal Design/Maximum Impact, Seattle, WA

June 2021 [new]: Valerie Goodwin, A Dialogue between Quilting and Architecture, Lecture and Trunk Show, Tallahassee, FL

July 2021: working on this month

August 2021: Mel Beach: Free Motion CREA-TV & Reality (do not record), San Jose

September 2021: Marty Ornish: Controversies in the World of Quilting, San Diego

October 2021: Lisa Thorpe: Photo to Fabric: Design in the Palm of Your Hand, Napa  
This will be the first meeting in person, if allowed by the City of San Francisco.

Some issues to consider over the next few months for when we are able to meet in person:

1. Allowed capacity?
2. Will we record our in person meetings?
3. Will we still hold some meetings online? Other guilds are doing this, especially in the Northeast, but we don't have the weather excuse that they have.
4. Do we want to continue doing all the different activities we used to do at the general meetings? For example, show and tell, library, free table, etc.

### **Treasurer's Report:** Gloria Miller

Cash Flow and Profit & Loss for period ending March 19, 2021 attached.

#### **Bank Balances:**

<b>QuiltAway</b>	0.22
<b>QuiltAway Checking</b>	150.00
<b>SFQG Savings</b>	56,788.69
<b>SFQG Checking</b>	13,828.44
	70,767.35

**Zoom:** One-year contract for one basic zoom account plus 500 participant package purchased.  
(\$731.41)

**Workshops:** Enrollment fees for workshop coming into Paypal without issue.

**Donation:** \$838.55 donation from March 20th fabric fundraiser received. Deposit to be made and recorded in next accounting period (April 2021).

**P.O. Box Fee:** Substantial increase from \$140 to \$176 per year. (It has been in the \$130 range for five plus years.)

/Users/cathey/Downloads/Cash flow report March 19, 2021.xls

/Users/cathey/Downloads/P and I as of March 19, 2021.xls

**Community Outreach:** Adrienne Hickman/Jessica Church  
March Curbside Outreach Numbers:

Member's Fabrics

14 lap quilts            4 crib quilts            4 quilt tops

Community Outreach Kits

13 lap quilts

7 lap quilts finished & 2 tops returned from the Community Outreach Sewcial hosted on            March  
13th

3 Pillowcases

Quilts Delivered

30 lap to Laguna Honda

19 pillowcases to UCSF-PICU

50 baby to ZSFGH

**Historian:** Jeanie Low

This month I have two Quiltmaker story interviews scheduled. I completed one with Mary Anne Peters by phone. I will interview Karen Reiter March 30 via Zoom.

The Permission Release form I use for our Quiltmaker interviews is below. It has been reviewed by previous SFQG Officers. The interviews may be in the form of a transcripts, self written submissions and Youtube.com (zoom recording mp3 or 4) located on SFQG's website under the Members Only section listed by the Quiltmaker's names. A hard copy of the transcripts and self written submissions are filed in the History Binder. Zoom records will be kept on a flash drive. From time to time Quiltmaker summaries are written and published in our Quilters Cables.

/Users/cathey/Downloads/SFQG.QMS. Release.docx

**Library:** Cher de la Mere

Use of library is minimal with a few members coming by to mostly check out magazines and a few books. So I hope the article in latest QN on magazine content prompts more use of library. I have a promise from one member in my hand sewing ZOOM group to take all the boxes of books (10 or so) to Friends of Public Library donation spot. These are books that have been offered for sale many times already so I see no point in keeping them. I have kept a box of books I think are especially good for sale to members.

**Membership:** Dani Lawler and Julia McLeod

Since last board meeting, 6 new full members.

Prorated membership fee will be only fee schedule on website as of about April 1.

Prorated membership fee will be advertised as usual starting in the April newsletter.

Membership and Website have coordinated on this schedule and return to full price on August 1.

New member social is all set for Sunday, March 28.

**Newsletter:** Ginger Ashworth

Not too much to say this month; contributors are paying attention to the Deadline nicely, which is helping to get the monthly newsletter out, and is greatly appreciated. The printer we use for the paper copies, Colorprint, did an exceptional job getting the paper copy printed within two days of receipt, fastest turnaround time ever.

**Postcards:** JoAnne Vail

\$44 submitted to the Treasurer this month

Income to date: \$334.00

Expenses: 65.10

Profit: \$268.90

Nothing else to report at this time.

**QuiltAway:** Jeanne Matysiak

Sadly our Walker Creek reservation for retreat in June 2021 has been cancelled. The school district has cancelled all reservations through August. At this time they are not accepting future reservations. I'm disappointed but certainly understand that they need time to develop new procedures for everyone's safety.

**Sewcials:** Maren Larsen

Our March Sewcial was a Community Outreach Day hosted by Jessica Church and Adrienne Hickman on Saturday, March 13th. At this time no members have volunteered to host a new Sewcial. Here are several possibilities for upcoming Sewcials, UFO day, Crazy Quilt (pillows or Christmas stockings), Log Cabin, I Spy Day. Recommendations are gladly accepted.

**Technology:** Holly Gatto

**Instagram** - All is good

**Facebook** - is changing their group settings. Currently our Group is Public, meaning anyone can see it, but you have to be approved to become a member.

Facebook is changing their settings so that Public groups will become more visible and more public. Anyone will be able to join and post and the content will be published to more areas outside of Facebook.

Our current policy is that only current SF Quilters Guild members can be members of our Facebook Group. In order to keep this policy we would need to change our Privacy settings to Private, meaning only members can see who is in the group and what they post.

Anyone would still be able to search for the group and request to join.

**Once a Facebook Group is changed to Private from Public, it cannot be changed back.**

I went through all 157 current Facebook members of our group and checked against our membership list 68 are not current SF Quilters Guild members.

I have attached a list of names of members that are not members of the guild - I would like to remove these users from the Facebook group to comply with our Facebook Policy. I would also like to change our Privacy settings if that is ok.

I can post a message to the Facebook Group prior to removing users and/or changing the privacy settings to give notice to our Group members.

I wanted to provide some **additional information on Facebook Groups, Pages, Instagram, etc.**

All of this info is to the best of my knowledge, I'm not an expert on any of this. I had not run a Facebook page or group prior to this.

**Facebook Pages, Facebook Groups, Instagram, Buffer** We currently have a Facebook Page, a Facebook Group, an Instagram Account, and a Buffer Account.

Facebook owns Instagram which is why there is some connection between the two accounts.

Buffer is a third-party app that I use to post photos to Instagram. In order for Buffer to work I had to change our Instagram Account to a Business account which required it to be tied to a Facebook Page. Instagram is connected to our Facebook Page, but not to the Facebook Group.

Changing our privacy setting will not affect our Instagram account. That will stay public so anyone can see our posts even if they don't follow us on Instagram.

We originally had a Facebook Page before we had any of the other accounts/etc.

The Facebook Group was created by the Facebook Page (as opposed to an individual person/facebook user), which is part of the reason we need to have a Page in addition to the Group.

Facebook has changed its privacy settings over time. Currently our Facebook Group is public meaning anyone can see who is in the group and can see our posts. I don't believe you can "follow" a group, so I believe anyone who would want to see our posts would have to come to our group page on Facebook. Also, I know sometimes posts we make to our Facebook group show up in our Friends feeds because we are a public group.

Currently our Facebook Group is public but you have to be a member to post to our group and reply to posts. You also have to request to become a member, and an admin has to approve your request. When I receive a membership request I check our membership list on our website to see if they are a member. If they are not I send them a message letting them know that our group is for members only and how they can become a member of the SF Quilters Guild (give them a link to our website). I recently added a question to membership requests asking them if they are a current member of the Guild.

Private groups are just that, private. No one can see who is a member (though admins may be visible) and no one can see what is posted unless they are a member.

Facebook is changing Public groups. At some point (I don't know when) if we keep our group public then anyone will be able to become a member without admin approval and post to the group.

If we want our facebook group to only have members of the guild then we need to switch our group to Private. Once a group is changed to Private it cannot be changed back.

Upsides to staying Public and becoming more Public is that our Group will be more visible. Downsides is that anyone can join and post, and this may require more moderation and could result in off topic posts. If we continue to stay Public we would probably need to create (or modify the existing) guidelines and post them to the Group as a pinned post or in the about section.

Links for more info:

Public vs Private

<https://www.facebook.com/help/>

Group vs Page:

<https://www.eweev.com/blog/>.

“When a business decides to join Facebook, it can either do it through a page or a group. But really, what is the difference between the two! In general, a page is a public profile that allows companies and brands to introduce their services and activities. A group is a community-based feature that gathers people with the same interests to discuss topics and share their opinions.”

**Zoom** - There was some discussion of my writing a How-To connect to our meetings via Zoom. If we are going to use the AddEvent Calendar links, do we still need to have a how-to? I can write something up if so.

**Website:** Cathy Miranker/Lisa Lieberman

The Join/Renew page will be updated on April 1 to reflect lower-priced memberships from April 1st through July. During that period, a full membership will cost \$22.50 and a junior membership will cost \$12.50. Those memberships are good through September 30, 2021. Pricing reverts on August 1st to regular levels.

Lisa Lieberman will be handling web updates in April.

**New Business: Added Email**

Here is the pricing information, requested by Claudia, for email accounts associated with our web site.

Our email accounts cost \$1.32/account/mo in single quantities (reflecting our 25% nonprofit discount), so our [contact@](mailto:contact@) and [president@](mailto:president@) accounts cost us \$31.68/year. In January we added [membership@](mailto:membership@) for Dani, and that accrued cost will be reflected in our annual ISP invoice, payable on October 1st.

In batches of 10, the price drops to \$0.75/account/mo (again reflecting our nonprofit discount). For 10 accounts, we'd pay \$90/year; for 20 accounts, \$180/year.

We can add email accounts at any time; the increased cost would be prorated from the start date to our renewal date of 10/1/2021. We can get a specific quote when we know the start date and number of email accounts we'd like to add.

The cost of email accounts is in addition to other annual fees we pay our ISP (\$180=\$90 for hosting services plus \$90 for web security, malware scan and firewall services).

Email accounts associated with our web site can be set up to go to functional chairs (like [president@](mailto:president@) or [lectures@](mailto:lectures@)) or to distribution lists, which can be useful for [quiltshow@](mailto:quiltshow@) or [workshops@](mailto:workshops@) or [board@](mailto:board@) where the email will mirror to several people who then share the responsibility for acting on it.

There are “housekeeping” duties associated with each email account and they become the obligation of each person assigned an email. These responsibilities start by logging into the email system (we use Zimbra) and then regularly checking the inbox, filing email and cleaning out spam. I will hold a Zoom meeting with any new email account holders to introduce them to Zimbra and its options for managing their guild-related email.

## **Workshops: Barb Strick/Sam McIlraith**

Thank you to Maren for explaining the Sewcial / Workshop difference to members at the meeting. Yes, it was likely confusing for members!

We have 12 paid signups for Mel Beach's Intriguing Interweaves workshop in July. At least 2 others told me they want to sign up. I'm not sure what they're waiting for. Sam and I need to work with Holly and TicketTailor to see what a waitlist situation might be. If TicketTailor requires payment to be waitlisted, we'll have to have a different plan. (Of course it will be amazing if we have a waitlist situation!). TicketTailor is currently capped at 19 paid enrollment.

No progress on booking anything farther down the schedule...

- **Marketing strategy**
  - Minimum 3 months to market a program.
    - 1<sup>st</sup> month open only to Guild members;
    - 2<sup>nd</sup> month open to other guilds, general public.
      - Add a fee, i.e., \$5 or \$10 for each non-member class.
    - Social media
    - Contact other guilds and ask how we can promote within their guild; some guilds are not even meeting right now, possible growth potential.
  - Looking at instructors that we have as upcoming and recent past speakers.
  - Taking advantage of Global Quilt Connection presentations and National / International instructors.
  - Will incorporate TicketTailor process -
- **Payment methods**
  - Options: PayPal for credit card is preferred
  - CC Fees-
    - cost of doing business or
    - ... build in flat fee, i.e., \$2-\$3-\$5 to every order.
  - Guild has TicketTailor registration format.
- **Cancellation policy**
  - Break-even point one month prior to workshop / this is not a fundraiser, but a benefit for the guild; fees will reflect as such.
  - Typical cancelation is 1-month for instructors, so that is what we will consider policy, unless
  - ... Should an instructor have a shorter time frame, we will incorporate appropriately.
  - Meaning... Guild members cannot receive a refund within a month of the scheduled workshop.
    - Yes, another member may take their place, it will be up to that person to find a replacement. And those two individuals will need to work the money out between themselves rather than have guild issue refund, etc.
    - Need research how to have a 'wait list' without payments.

## **Scheduled**

- Mel Beach – July 10 & 17: Intriguing Interweaves
  - 6 hours / 4 & 2
  - \$700 / 14 people break even (allows for +1 guild moderator)
    - = \$50@
  - Will look at times on the 17<sup>th</sup> as is also a community outreach date-