

SFOG Board Meeting Minutes  
March 22, 2022

Present:

Peggy McCleary  
Donna Logan  
Gloria Miller  
Val Lienkaemper

Holly Gatto  
Jeanie Low  
Joanne Vail  
Dottie McHugh

1. Donna Logan was assigned to take notes of the meeting in the absence of Cathey Kennedy.
2. Procedure for Submitting Monthly Reports
  - a. The discussion yielded a consensus that the Board agenda and request for reports would be issued on the Thursday preceding the Board meeting (the fourth Tuesday) with reports to be submitted no later than the Sunday evening preceding the Board meeting.
  - b. The monthly reports will be submitted as a response to the President's email agenda and request.
  - c. Joanne Vail will research the use of Google Docs to more efficiently collect the monthly reports into one document instead of each person submitting separate emails.
  - d. It was suggested that the Secretary define the format for the reports.
3. 2023 Quilt Show – Alex Byrne & Claudia Shearer (see separate proposal for details)
  - a. Discussion covered the following:
    - i. The first committee meeting will be held in April. The show chairs would like to fill the various committee leads in time for the meeting.
    - ii. The technology for creating an on-line show quilt gallery is being developed, and the proposed budget includes \$1000 for professional photography. The on-line exhibition would be available only during the show itself with an on-line ticket. Tickets would be available through Ticket Tailor.
    - iii. The traditional Viewer's Choice" would be conducted via text messaging (available on all mobile phones) with a limit of six choices per person. The award for this category would be made during the raffle of the Community Built quilt. The application has been tested and will be tested again just before the show opens. If the messaging app fails for any reason, there will be a return to issuing dots to be applied to a quilt description
    - iv. It was suggested that the budget document include an estimate of the donations from quilt entrants along with an notation of the rationale for this aspect.

Motion : Board approve the budget with the addition of a \$1000 estimate of donation and a notation that they are in lieu of an entrance fee to reduce any financial burden on entrants and increase inclusivity.  
Passed.
  - v. It was suggested that a table promoting the online ordering of SFOG merchandise be included in the quilt show set up.

- vi. It was noted that EBHQ is using a professional company to hang the quilts for its Voices in Cloth show. Adrienne Hickman will talk with EBHQ on its experience to see if it would suit the SFQG operation and reduce the need for members to climb ladders and move heavy quilts.
  - vii. The Quilt Show chairs will provide updates at all upcoming monthly member meetings.
4. 40<sup>th</sup> Anniversary Celebration Proposal– Jeanie Low & Dottie McHugh
- a. The event is proposed for November 2022 with the exact date to be determined this summer to see if it will be on Zoom or if it will be possible to hold an in-person event.
  - b. The theme will be the “Ruby” anniversary using red throughout the event.
  - c. Past presidents will be invited to display a quilt and comment on highlights of their presidency.
  - d. A drawing will be held to win a red silk quilt.
  - e. Prizes for other drawings will be solicited from affiliates and other vendors.
  - f. The decision to provide refreshments for an in-person event will be taken when more is known about actually having a venue.
  - g. As of this date, a meeting is yet to be held with a potential church site for in-person meetings.
  - h. To secure our guild’s November Calendar to celebrate our 40th anniversary, the Program Committee requested that the 40th Anniversary Chairs provide a preliminary program. (zoom and in person).
5. Global Quilt Connection
- a. In an informal discussion, the merits of the event were discussed, with several noting the value of the event. A poll will be conducted at the April 2022 meeting to assess the level of member participation.

Submitted by:

Donna Logan, Vice President

REPORTS:

**Finance report March 22, 2022**

Cash Flow and Profit & Loss for period ending March 22, 2022 attached.

Bank Balances:

QuiltAway Savings	0.22
QuiltAway Checking	150.00
SFQG Savings	56,793.98
SFQG Checking	20,240.12
<b>Total Checking/Savings</b>	<u>77,184.32</u>

**QuiltAway:** Refund of \$7,212.58 from Walker Creek received and deposited into SFQG Savings.

**PO Box 27002:** Renewed for another year. Yearly increase of \$40.00. Val Lienkaemper has the original box key and collects our mail. Gloria has a duplicate box key.

**QUILT San Francisco 2023:** Seeking a Show Treasurer, job description available.

**Workshops:** Zoom conversation with Barb Strick and Sam McIlraith confirming current workshop pricing and policy. Workshops are filling and paying for themselves. Yeah! Barb and Sam!

**Advance payment to Speakers and Teachers:** For the second time we have been asked to remit a 'down payment' to a speaker/teacher, in this case \$100. This is a new occurrence. A conversation with the speaker revealed that this may be a tread as more than a few speakers have been burned by guilds not honoring their contracts!

Submitted  
Gloria Miller  
Treasurer

**Postcard Report:**

Feb 5, 2022 --2 kits and24 postcards sold \$117.00  
Jan 21, 2022-- 10yds Peltex 72F Purchased 53.76  
Thinking about having a virtual postcard making sewcial.

JoAnn Vail

## **Sewing Circles Update:**

I had a lovely chat with Sam McIlraith this morning.

Some of the suggestions that arose:

A monthly gathering of members who would like to share, discuss ideas, get feedback on their work  
Doing a survey of members who find out who is interested in joining/starting a sewing circle - could this be done during our upcoming general meeting?

Would it be possible to showcase circle(s) in our upcoming quilt show? I will contact Claudia and Alex for feedback on this matter.

What is a sewing circle? Would members prefer to work on projects or discuss/show their work?

I will keep all of you posted on each of these matters.

Feedback is graciously welcomed.

Sara Guyol

## **Workshops Report**

Submitted by Sam McIlraith & Barb Strick

- Valerie Goodwin workshop, *Mapping Personal Places*, in late January, sold out.
  - David Owen Hastings workshop
    - *Inspired by Art*, April 16th, 10 AM - 4 PM
    - \$65 members / \$75 non-members
    - Workshop sold out with one person on waitlist. Anyone interested in being on the waitlist should contact Barb/Sam directly.
    - Supply list sent to all registrants.
  - Youngmin Lee workshop -
    - *Ssamso! Jogakbo (Bojagi)*, July 9th 10 A M- 5 PM
    - \$85 member fee includes \$30 (+\$5 shipping) materials kit.
    - Promoted at Guild March general meeting & already have a handful of sign-ups.
  - Julia McLeod -
    - September 17th, 10 AM - 4 PM
    - Traditional based workshop, details to come.
    - Guild promotion to begin in May.

Cheers - Sam & Barb

## **Membership report for March board meeting**

- Full: 230
- Affiliate: 14
- Newsletter only: 4
- Junior: 1

- 4 new members in March

Join/Renew page updated to reflect reduced rate Full and Junior memberships as of April 1.

**Community Outreach Board Report  
Submitted by Jessica Church and Adrienne Hickman  
March 2022**

Twenty-seven members came to Curbside Outreach in March.

Community Outreach donations received in March

Quilts made with members fabrics:

- 5 baby quilts
- 12 lap quilts
- 24 quilt tops
- 3 pillow cases

Community Outreach kits and projects returned:

- 3 baby quilts
- 9 lap quilts

Quilts delivered in March:

- 28 baby quilts to SFGH

**Bylaws Review Committee**

Met on March 12th and will meet again on April 9th.

**Outdoor Free Tables.**

No outdoor free tables scheduled.

Submitted by Valerie Lienkaemper

**40th guild anniversary report**

In February, Dottie and I submitted a proposal to Donna Logan, Program Committee Chair to schedule our guild's 40th anniversary program. After their discussion, our celebration is on our November calendar for either a "zoom" or "in person" celebration. We estimate the program to take 1.5 to 2 hrs. Below is an outline of our proposal :

1. The 40th anniversary (1981-2021) color is Ruby. Red fabric envelopes would have been sent to each member announcing our 40th anniversary celebration in October. Red fabric were donated and envelopes made.
  2. At the check in table for an "in person" gathering at our meeting, a wired ribbon nametag pinning to Honor and Identify each former and present President/ Founders/Charter Members. (those who are still members). If zoom, nametags will not be used.
  3. Welcome words and speaker introductions by the new President
  4. A few words by Caroline Lieberman Founder, Charter, 1st President - early guild accomplishments
  5. In person - Have a "show n' tell" by former Presidents and their 1 quilt. Each to comment about her favorite quilt or her best experiences as Presidents. (If zoom, to be pre-meeting coordination as a Shared Screen powerpoint). Jeanie will facilitate.
  6. Drawing of a community built red silk quilt that Sue Fox will design. Dottie will facilitate..
  7. Periodic drawings of raffle prizes (volunteers to solicit from commercial vendors and/or guild artists)
  8. If "in person" some light refreshments. Dottie will facilitate.
  9. Budget by July 2022
- Jeanie Low & Dottie McHugh  
SFQG 40th Anniversary Committee Chairs

### **Quilt Show**

1. We don't know what the covid situation will be in a year's time. If things continue to improve we could all be maskless and moving about freely. If there is another variant things could look very different. This level of uncertainty does not encourage Vendors to buy space at Shows, and also makes it hard to predict ticket sales. EBHQ are having their Show next weekend and have promised to share data with us so we'll get some more information after that. In the budget we want to heavily discount floor space for Vendors, especially Affiliates, to encourage them to attend in the face of this uncertainty and being mindful of the impact Covid has had on their businesses.
2. We want to move to a combination in-person and online Show - so that people who are either not comfortable attending a big event or for whom that's not an option can also view the quilts online. Joe Cunningham has an international following and the addition of online tickets will enable people worldwide to view the quilts for the duration of the in-person show. If we get the marketing right this could hugely increase ticket sales to the point where the Show still makes a profit. Alternatively some of those who previously attended in person might simply view it online and ticket sales might remain the same. This is an experiment but one we feel confident about. There is an additional cost of a Photographer to take professional photos as the Show is hung. It is these photos that will be used for the online gallery and they can also be shared with the makers for personal use after the Show, as well as forming a historical record.
3. One advantage of our Show being open on Fridays is that we can do more to engage with the local community. In the past we have tried to get local assisted living facilities to attend but in recent years we haven't engaged with schools or colleges. We plan to let local educational establishments, especially Montessori schools or textile courses, know about the Show and offer a limited quantity of free tickets to them.
4. The Guild is celebrating an anniversary this year and we'd like to see the Show as a continuation of this celebration. We'll be working with Jeanie Low to create a historical exhibit. We want the anniversary and its celebration to be a visual theme, hence the higher

budget for signage. We're envisaging a balloon arch or similar for visual impact, a social media photo booth with props (very popular nowadays), and photo displays from the guild's past dotted throughout the Show.

5. Entry fees for quilts will not be charged, but donations will be encouraged. There are several reasons for this. Firstly we know from past Shows and from collecting subscriptions that not all of our members are comfortable using their debit cards online. We will need all quilt entries to be online (we don't have the volunteers to do these on paper) so by removing the fee we remove one barrier to this happening. Secondly, while \$10 per quilt is easy for some people to find, we want to level the playing field and make exhibiting in the Show an option for everyone. This is why we want to get rid of the fee and replace it with an optional donation. Yes, it will affect our income but it will also increase the inclusivity of our Show.

6. Lastly, we have a new income stream which the Guild will then be able to build on afterwards. As a Shopify employee it is very easy for me to set up an online store selling Guild merchandise or "swag", created using "print on demand" which means that the manufacturer prints each item as it is ordered and no one needs to keep any stock in their garage, living room or elsewhere. We have some very talented creators within the membership and intend to request their help with creating designs to be added to clothing, accessories, pet bandanas and so on.

### **Vice President – Program**

The Program Committee has scheduled programs for April, September, November and December. The committee is working on scheduling on-line presentations for the rest of 2022. The exception may be if a site is available for the November anniversary celebration.