

## SFQG Board Meeting Minutes - April 26, 2022

**Location:** Zoom meeting on line

**Present:** Peggy Cleary, Donna Logan, Gloria Miller, Val Lienkaemper, Cathey Kennedy, Ginger Ashworth, Alex Byrne, Jessica Church, Sue Fox, Holly Gatto, Sara Guyol, Kathy Herr, Maren Larsen, Dani Lawler, Dottie McHugh, Julia McLeod, Claudia Shearer, Barb Strick, JoAnn Vail

Meeting start time: 7:05 PM

**MSP:** February Minutes approved  
March Minutes approved

Gloria Miller made the following motion.

**MSP:** That Valerie Lienkaemper be added to the Quilt Show bank account with signatory privileges as she has volunteered to be treasurer for the quilt show next March.

**Reminder:** We can not sell raffle tickets on the Internet or on our website or use our Pay Pal account according to state law.

### Old business:

**Library:** Cher delaMere has requested that the library books be out of her house by the end of the summer. We still need a librarian and a location for the books. Please everyone put on your thinking caps about how we can fill these needs.

**Programs:** Donna Logan gave a rundown of the speaker bookings we have scheduled so far. All the guild meetings through October will be on line.

The president requested that Donna please make sure that all information to be announced be supplied to all the branches of communication: newsletter, Website, Social Media and the President for her e-blasts.

Please add Claudia Shearer and Jessica Church to the president's board meeting list.

Holly will post the link for the Board Meetings in the Member's Only page on our website.

**In-person Guild Meetings:** We talked with St John's United Church of Christ earlier in the Pandemic about using their meeting space. Unfortunately our contact there has retired. Peggy Cleary called the office and we are waiting to hear back from them. The Meeting Location Committee will follow up. Adrienne Hickman originally headed that committee. Dottie McHugh has offered to inquire about the availability of the club house at Forest Hills to see if it is available. She will also check with the Irish Cultural Center. Jessica Church suggested St Annes of the Sunset. She will check with them. St Mary's Cathedral, which also may be available. Donna will follow up.

**Show report:** Claudia chaired the first Quilt Show meeting. It was mainly a "get to know you" opportunity for the committee volunteers and to submit preliminary timelines. Alex will build the whole timeline, which will be available on line. No major decisions were made. Most of the most important volunteer positions have been filled. A Catering Lead and support committee is still needed. In general things are looking good.

Will there be a Market Place? So far there will not, because no one has stepped up to run it. Alex and Claudia have prioritized their volunteer needs Market Place is further down the list.

## **Community Built Report:**

**WITHDRAWN:** The motion to raise the price for the raffle tickets to be \$3/1 ticket, \$5/2 tickets, \$10/5 tickets, and \$20/12 tickets. This year's raffle includes multiple quilts to win.

More clarification is needed about the tickets themselves and more discussion is needed about how multiple quilts will be awarded.

Sue Fox will be taking 2 of the quilts up to Maine this summer and will enter them in a Quilt show there.

**Secretary's concerns:** The Agenda for this meeting was sent out along with the request for committee reports in plenty of time for the reports to be submitted back to the group in time for the secretary to prepare for the meeting. Thank you.

**Global Quilt Connection:** should we have a survey to see how many people are actually attending. Donna Logan will set up a poll at the next guild meeting:

Questions - Did you attend the Global Quilt Connection Sampler Platter?

Are you interested in attending in the future?

They are generally enjoyed by the board members who attended the last few. Each one will need an individual vote by the board as each one charges the guild a separate fee.

Gloria Miller made the suggestion to **add a time buffer at the beginning of our monthly guild meetings** on line so that people have time to sign in. Starting right at 7:00 on the dot is causing many people to miss the beginning of the speaker or the lecture entirely. Programs schedule the beginning of the program to start at 7:15 and will ask the speakers to adhere to that timing.

**Sewing Circles:** Sara Guyol will be leaving the position of head of the committee at end of May. A new person is needed to take over. There has not been much interest or activity in this area. Sara will write up a job description for the position.

## **New Business:**

**general guild meeting attendance:** How many attendees do we get each month? How can we involve more members? 90 to 110 people attend in general. Holly will look for the attendance list for the last several monthly Zoom meetings.

**Would text messaging be more effective than e-blasts?** Not all members have a cell phone. Text Message marketing (which this would be) has a cost associated with it.

Next Meeting will be on line via Zoom on May 26, 2022

Meeting adjourned at 8:50 PM

Respectfully submitted by Cathey Kennedy, Secretary to the Board

## Attachments:

### Treasurer's Report – Submitted by Gloria Miller

Cash Flow and Profit & Loss for period ending April 23, 2022 attached below.

#### Bank Balances:

Quilt Show 3346	0.22
Quilt Show Checking 4998	140.00
SFQG Savings 7919	56,794.45
SFQG Checking 8771	18,552.41

**Total Checking/Savings** 75,487.08

All Committees: Please submit your requests for reimbursement in a timely manner. Likewise, deposit reimbursement checks as soon as possible.

Budget: At the half-year mark of our fiscal year, our P& L looks good. The cancellation of QuiltAway makes the bottom lines of the P & L appear extreme but in reality, our income and expenses are as expected. Income estimates should meet estimates when 2022-23 re-enrollments begin. Expenses are all within expected projections.

QUILT San Francisco 2023: Show Treasurer, will be Val Lienkaemper. She will be added as a check signer to our Quilt Show checking account Thank you, Val!

Workshops: On track to 'pay for themselves" i.e. income covers expenses. Yeah, Barb and Sam!

Raffle: I will submit an Application for Registration, Nonprofit Raffle Program to The California Office of Attorney General for us to Begin ticket sales for our Opportunity Quilt. A reminder, Tickets cannot be "sold, traded or redeemed over the Internet."

/Users/cathey/Downloads/Cash flow report 4.23.22.xls

/Users/cathey/Downloads/P&L as of 4.23.22 (1).xls

### Bylaws Committee – Submitted by Valerie Lienkaemper

The committee will meet again in May

### Community Outreach Report – Submitted by Adrienne Hickman/Jessica Church

We have received our initial 60 quilts for 1064 Mission Street's first wave of residents for June drop off. We are continuing to collect lap quilts until we reach our goal of 256 which we hope to receive by the end of the year. We also recently did a short talk at the April guild meeting to help encourage people who have not come by, to come say hello and pick up a kit.

Twenty members came to Curbside Outreach in April.

Community Outreach donations received in April:

Quilts made with members fabrics:

7 baby quilts

16 lap quilts

7 quilt tops

Community Outreach kits and projects returned:

3 baby quilts

13 lap quilts

1 pillowcase

Pillowcases delivered in April:

23 Pillowcases to UCSF

**Free Table Report** – Submitted by Valerie Lienkaemper  
A Free Table is being planned the date TBD

**Historian Report** - Submitted by Jeanie Low

We will begin our 41st anniversary starting October, 2022. Our celebration is programmed for our November 15th meeting. I am planning a zoom or "in person" anniversary (in the event that we have a meeting venue). Our written program proposal was submitted to the Program Committee at our March Board Meeting. Several volunteers helped make 250 red fabric envelopes for Members. Dottie is working with Sue Fox to design an anniversary quilt of member made community made silk components.

**Newsletter Report** – Submitted by Ginger Ashworth

I need contributors to pay attention to the real and helpful deadlines for the San Francisco Quilters Guild's monthly newsletter. I realize last-minute changes happen. But, I need people to INFORM me with any important information regarding our guild—and not give me bits and pieces but whole articles. For example, I had no idea the speakers for both April and May changed until I received a recent eBlast. And I've been the newsletter editor since 2014! Help me out here, people. If you send something to the website or to the Facebook page, please cc: [editor.quilterscables@gmail.com](mailto:editor.quilterscables@gmail.com).

The newsletter and the website are the two main channels for information for everyone in our guild. Had I run with the Speakers info I was given on 23 March, it would have been incorrect in several places. This cannot happen in our only print media.

I need to receive data in a more complete format, such as this:

[Speakers Programs—held on zoom; begin at 7 P.M.](#)

<u>Presenter</u>	<u>Event</u>	
April	Sam Hunter; Sew & Tell	Studio Tour and Ergonomics for Quilters
May	Lorraine Woodruff-Long	Commentary Quilts: Evolution and Explanation
June	Dana Jones	
July	Becky Goldsmith	It's Not a Quilt Until It's Quilted
August	Carolina Oñeto	Befriending Color
September	Fern Royce	One Thing Leads to Another
October	Brandon Wulff	Biscotti Trunk Show
November	Anniversary Committee	Anniversary Celebration
December	Special Projects Leads	Member Project Exhibits

There is a set deadline for every newsletter, but with advance notice, I could save a space for someone if they are running late, if they let me know. Gotta communicate.

**Affiliate Liaison**

Nothing new to report.

**Nominations Committee** – Submitted by Valerie Lienkaemper  
A nominations committee will be formed in May.

**Opportunity Quilt Report** – Submitted by Sue Fox/Dottie McHugh

Sue has updated the plan and timeline, she shared this with the show committee already.

I'd like to discuss ticket suggested donation and hopefully get approval -

Because we may be mailing tickets back and forth, because there are 12 quilts being raffled and to encourage people to spend more. Technically they could spend 20 dollars and win 12 quilts...

1 for \$3, 2 for \$5, 5 for \$10 and 12 for \$20

**Community Built Project** – submitted by Sue Fox

1) Historical Overlap of the Opportunity Quilt and the Quilt Show

- Ticket for Quilt Winner is drawn at the Quilt Show. • Opportunity Quilt Promo materials (& live events) also promote the Quilt Show.

2) Overview of a Radically Different Approach to our 2023 Fundraising Project & Procedure —

- We are building multiple projects & prizes— anticipate about 24 in total— sizes from large (bed-sized) to small (12"x12") and plenty in between (wall quilts).
- *Each ticket sold will enable the purchaser to win ONE of a Dozen designated quilts.* All of the tickets will look the same (other than the numbering system printed on each ticket.)
- We have a method whereby these (12) winning Tickets, drawn on the SECOND day of the show (Saturday), will allow eleven of those winners to choose their own prize.
- Two other quilts will be available ONLY to Volunteers who have worked on making the components &/or in selling “bundled” quantities of quilt tickets. There’s a SEPARATE lottery for this PRIZE with vouchers based on Volunteer participation levels; Drawing for (2) winners on FIRST afternoon of the show (Friday).
- The additional quilt projects will be available as “Cash & Carry” for Direct Purchase at the quilt show.

3) Quilt Exhibit/Display at the Show

We request that this Fundraiser and Collection of 24 quilt projects be located at the front area of the Central Exhibit hall, adjacent to the St Francis statue. —In other words, NOT in the LOBBY, the previous location where the single Opportunity Quilt has historically been placed.

- We propose that “Community Built” be the first “Special Exhibit” that the visitors see when they arrive in the central hall & the last thing they see as they leave— Helpful for Ticket sales... and will allow our “CB” Volunteers to welcome visitors & to “docent” the exhibit for those who want to learn more.
- The Silk Quilts are luscious, unusual, and eye-catching. We want these quilts to give our show’s visitors that first shot of excitement as they walk into the event. The fact that over 60 members (so far) have participated in creating the quilts for this project should lend some promotional buzz to the exhibit. —We want to highlight the educational aspect of “Community Built” project in this exhibit.
- We’ll have (6) different designs made up in our (2) color ways = (12) large & medium sized quilts.
- In addition to these 12 quilts + the 2 Volunteer Lottery quilts, numerous “one-off” samples & smaller projects (Cash & Carry) provide a great “visual teaching” opportunity.

- All of the components are based on simple old-fashioned piecing ideas, updated by color & materials. The variety of projects gives visitors a glimpse into possibility— Similarity & Variation. Color & Layout.
- Our display proposal also includes a “Process & Technique” element... (Background to the project; Some basic “how-to” tips; Working as a Community to build this collection of quilts.) Patterns & Handouts. —

Our aim for this “Community Built” Exhibit is

... a Celebration of what is possible when many people work together toward a single goal.

... to give a flavor of one type of Activity that the guild provides & supports.

... for the Exhibit to serve as an Inspiration & Encouragement to all who see it. Our

TIMELINE is attached. (Includes anticipated Coordination with various Quilt Show committees.)

- Also attached are (2) OUTLINE pages that were submitted to the Quilt Show Committee for first meeting, scheduled for the hour prior to this month’s Board meeting. —The Proposed OUTLINE pretty much spells out Opportunity Quilt Strategy & some of our Scheduled Activities over the coming 10 months. (We use a more detailed version for internal use.)

—(NOTE)— The attached version of the TIMELINE has been updated from the one submitted just days ago to the QS committee & it reflects Dottie’s travel plans.) • This month we would like to get Board Approval for the Ticket prices... 1 for \$3; 2 for \$5; 5 for \$10; 12 for \$20

- Update the SFQG Web page with Ticket Sales Incentive Program... + Articles for the Newsletter... —Since pandemic conditions continue to restrict many previous “In Person” ticket sales venues, we’ve developed a stronger strategy for encouraging members with Ticket Sales— Opportunities + Support. —Details of the Ticket Sales Incentive Program will be outlined both in the Newsletter and on the Website. (Preliminary Outline in May... more Detailed Outline in June.)

- We are On Track with building the Prizes. —Our (2) largest quilt tops (made using “Framed Boxes”) are close to completion & smaller projects (using multiple components) are on the design wall. —About half of the KITs built by our members have been turned back in, so there are plenty more components still to come. —2 more Collection & Distribution dates at Dottie’s: 5/21 + 6/18 coincide with Outreach dates. — General feedback has been that members are having fun with this project & many are ready to do more.

*Anticipated Timeline* for “Community Built” (Subject to Change as needed...) Anticipated Committee Collaborations—

Over the course of the year, our Project will coordinate with the following committees (+ others?) Please advise as to WHEN these collaborations should be scheduled to BEST suit each committee:

- Floor Plan
- Program
- Publicity/Social Media
- Signs Indoors
- Special Exhibits (?)
- Volunteers

(Also with SFQG Website & Newsletter)

## Immediate/ASAP –

- (fox) Share Exhibit proposal with pertinent show committees. (Coordinate with Floor Plan team + Special Exhibits team?) May – June 2022
- (fox) Wrapping up Phase ONE of Quilt Construction... KIT Collection & Distribution dates scheduled 5/21 + 6/18. Schedule Photography & Graphic Design for Promo materials... (Coordinate with Publicity/Social Media team) — (Fox takes a Quilt Construction BREAK during July & August due to travel plans.)
- (Dottie) Tickets Designed & Printed. Coordinate Ticket Packets for each member & Begin Ticket Distribution. Schedule Ticket Sales Venues (Guilds, Craft Shows & Local Fairs.) ... & will Continue to generate venues for Ticket Sales for remaining 8 months. (Coordinate with Volunteer team + Publicity/Social Media?) July 2022
- (fox) Travelling on East Coast for 2 months... (7/27-29) Exhibiting our first “Community Built” project in JUDGED Division @ “Maine Quilts” Show in Augusta, ME. (Plus...I will be selling tickets to my East Coast friends...)
- (Dottie) Travelling. August 2022
- (fox) (8/11-13) Exhibiting our first “Community Built” project in JUDGED Division @ “QuiltFest New England” (Mancuso) Show in Springfield, MA. (The quilt will be APPRAISED while at this show...)
- (Dottie) Continue distribution of Tickets to members. Begin recruiting VOLUNTEERS for 4 days at PIQF. (Coordinate with Volunteer team ??) September 2022
- (fox) BUILD “RUBY” quilts for 40th Anniversary Celebration. RESUME KIT Collection & Distribution... 2 more Techniques.
- (Dottie) Travelling. October 2022
- (fox) Oct through Feb— (Same each month...) Continue to BUILD small & mid-size projects. Coordinate Display for PIQF.
- (Dottie) PIQF (Mancuso) (10/13-16) Volunteers needed for white glove + ticket sales. (Coordinate with Volunteer team?) November – February 2022
- 40th Anniversary Celebration... RUBY Quilts. Mail any remaining Ticket packets to members. November – February 2022
- (fox) (Continue to BUILD fundraiser quilt projects.) FINALIZE Display + Materials for Exhibit... “Kick up” promotions.
- (Dottie) (Continue to generate venues for Ticket Sales Volunteers.) February – March 2023
- 3/23 Install Exhibit + Have FUN!
- 3/24 + 25 Pluck WINNING TICKETS — on Friday (for SFQG “CB” participants) & on Saturday (for Ticket purchasers)

**Postcards Report** – Submitted by JoAnne Vail  
No new business to report.

**Saturday Workshops (paid) Report** – Submitted by Sam McIlraith/Barb Strick

- David Owen Hastings workshop -
  - *Sold out and very successful*
- Youngmin Lee workshop -
  - *Ssamsol Jogakbo (Bojagi)*, July 9th 10 A M- 5 PM
  - \$85 member fee includes \$30 (+\$5 shipping) materials kit.

- Promoted at Guild April general meeting. Currently 9 members are signed up. It's still almost 3 months away. At May 17 general meeting, we will announce that registration is open to non-members starting May 20.
- Julia McLeod -
  - September 17th, 10 AM - 4 PM
  - Traditional based workshop, details to come.
  - Guild promotion to begin in May.

We are discussing our next workshop, probably early/mid November.

**Sew & Tell Report** – Submitted by Judith Epstein-Williams

I saw that S & T is scheduled for October, but there is a good chance I will be traveling at that time. I will also be away for the entire month of January. If we are not meeting in person by then, I will need someone else to take the reins for those months. I was thinking of reaching out to Mary Spadaro, as she does really nice presentations for Round Robin events. I won't be attending the board meeting. If you discuss this, please send me the minutes.

**Sewcials Report** – submitted by Maren Larsen  
No new business to report

**Sewing Circles Report** – Submitted by Sara Guyol

There is an upcoming interview planned with a member about the circle to which she belongs. The resulting article will be submitted to the May newsletter.

I will be stepping down from my position as Sewing Circles Coordinator at the end of May. I am happy to work with anyone who accepts the position in order to help get him or her up to speed. Thanks to all.

**Technology Report** – Submitted by Holly Gatto

Instagram Insights for March	18 posts (up 125% compared to February)
Gained 19 more followers compared to Feb.	46 Active members
Accounts reached 424	94 total members
Accounts engaged 53	YouTube Videos
Total Followers 510	March Meeting 9 views
Content Shared - 2 posts	Feb. Meeting 18 total views
Facebook Insights for March	Dec. Meeting 43 total views

I just uploaded April's Meeting to YouTube and posted the link to the members only section. I also reorganized that section of the Members Only page and also added the document that Sam Hunter gave us.