

## MQ Board of Directors Meeting

**Date:** February 16, 2010

**Board Members Attending:**

Char Wenger  
Miki Peine  
Jill Schultz  
Yvonne Curran  
Karen O'Brien  
Kathleen Winters  
Mary Brandt  
Sue Rutford

**Staff Attending:**

Linda Lysdahl

**Guests:**

Jean McMahan (Textile Center)  
Wynn Martin (after 7:15)

**Board Members Not Present:**

**Location:** Textile Center

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President Char Wenger called the meeting to order at 6:35 pm. Char passed around an attendance sheet asking for volunteer hours to be reported; she also passed around a sign-up sheet for the Board table at the 2010 show.

Textile Center President, Jean McMahan, addressed the Board regarding financial issues confronting MQ. Jean was at the February MQ meeting, where she heard of the issues. She wanted to give the Board the message that Textile Center wants to support MQ in any way that they can. Jean mentioned that Margaret Miller currently visits the Weavers' Guild once a month to discuss fundraising. Also, Margaret Swanson, a half-time grant writer for Textile Center may be available to help us. Textile Center pays her on an hourly basis. This year, she brought in \$130K for Textile Center.

MQ has a few issues when it comes to the seeking of grants. MQ is looking for more non-program-specific funding. Also, the demographics of MQ might not match up to the criteria specified by grant-givers.

Jean suggested establishing a "Leadership Circle" within MQ. Donors of larger amounts would have special events to reward their donations. The leaders in giving would get recognition and special thanks. Perhaps there could be a special event at the annual show to honor these donors. "Thank you" calls could be made to givers, and used for an opportunity to seek further donations.

Jean thought that MQ had taken an important first step in communicating MQ's financial status to membership.

Jean thought that focusing on an "annual fund" program would be a next step for MQ. Non-profits rely heavily on their annual fund efforts.

Other fundraisers that were discussed included the Textile Center Garage Sale (they made \$40K this past year). Classes could be offered; programs like "Fiber Frenzy" (sale of completed items by members); Kaffe Fassett-type event (author talk/ "gala"/fundraiser); partnerships like the Ikea "Project Patchwork" event (which did not

experience big profits, but made for good exposure for Textile Center); use of the annual show as a venue (an opportunity already in place, with thousands in attendance—use those numbers).

Textile Center Community Day has been held in September for the last few years. This event is an opportunity to exhibit; some guilds offer items for sale to the broader Textile Center community. Jean will find out the details for this year's Community Day.

Board members had some questions for Jean. MQ's biggest challenge over next two years is keeping membership. The coming Light Rail construction and presence on University is a challenge for all guilds. The Textile Center Community Forum should be discussing the construction situation and its impact on Textile Center. Nancy Fulton is the Community Forum facilitator; Karen O'Brien is MQ's current liaison to the Community Forum. Jean said she would touch base with Nancy Fulton about the situation.

Although the Light Rail is a more recent impact on logistics of meeting at Textile Center, the lack of parking has always been an issue. Has the Center ever considered moving? The Northeast Minneapolis Arts District was discussed. MQ is considering moving the location of their monthly meetings to avoid the construction timeframes. How will that affect our rent? Could we get a break on our rent to compensate for our costs of renting other space? If we held a fundraising event at the Textile Center, perhaps we could get a break on the rent.

Finally, the Textile Center Strategic Plan was discussed. This plan was developed about two years ago; no one in MQ recalls being involved in the plan development. Was anyone from MQ involved? Jean will research this question, as well.

Action Item(s): Jean McMahon offered to find the answers to a few questions that we have: (1) What is the date for Community Day 2010?; (2) Will the Community Forum be addressing the issues caused by the Light Rail construction?; (3) Was anyone from MQ involved in development of the Textile Center Strategic Plan?

Jean was warmly thanked for attending our meeting and for offering the Textile Center's help in addressing our financial situation.

**Secretary's Report** (Karen O'Brien). The January minutes were reviewed, and revisions were discussed.

**MOTION:** Sue Rutford moved, and Kathleen Winters seconded, the approval of the corrected minutes. Motion passed.

**Treasurer's/Finance Report** (Miki Peine).

President Char Wenger and Miki presented MQ's financial specifics at the February general membership meetings. A survey was taken to gather member ideas and to gauge their feelings about MQ and its situation. Char will probably talk about the survey results for a few minutes at each meeting for a while, to keep the ideas flowing.

Variable pricing of classes was presented to the Faculty committee of MQ 2011. The Faculty Committee preferred not to do the differential pricing themselves, but asked the Budgeting Committee to handle it.

Form 990 ("Tax Return of Organizations Exempt from Income Tax") was presented and approved by the Finance Committee. The completed form was sent to the IRS.

There are four people going to the event-planning seminar (Karen Kopitzke, Yvonne Curran, Miki Peine, and Linda Lysdahl).

Miki is working with Becky McPeek to develop a cost analysis of the annual quilt show. Analysis will include interviews with teacher, vendors, and participants.

ACTION ITEM: Miki is working with Becky to develop a cost analysis of the annual quilt show.

### **Show Coordinator's Report** (Linda Lysdahl).

**Publicity at the Show.** There is a possibility that press members will come to the show on any given day. Who will be the contact person to meet with them and provide information if Linda is not available? Char Wenger, as President, will serve as the press liaison on Monday through Wednesday of show week; starting Thursday, whoever is at the Board table will serve as liaison. This setup should be circulated so that everybody knows to whom to direct any press people. It would be good to have talking points established for newsy and interesting articles.

Action Item: Linda Lysdahl can include the press contact information in the Show Information document. She could also provide the "talking points" sheet for use by the Board.

**2011 Show Manual Policies and Procedures.** The updated manual is ready for approval.

MOTION: Mary Brandt made a motion to accept the entire Show Manual Policies and Procedures document and Yvonne Curran seconded. The motion was passed.

A fudge vendor is interested in selling at our 2011 show, and provided samples so the Board could see how delicious the product was. We have a policy that products presented for sale at the show be quilting related. Another issue is if our facilities will allow sale of a food product. Linda will explore facility policies at the different venues.

### **Show Reports** (Jill Schultz).

*MQ 2010.* The Vendor Committee met.

*MQ 2011.* A Raffle Quilt committee has formed; 8-10 people signed up to help create the quilt. Kathie Simon Frank will probably lead the committee. Is it possible for them to get the quilt done by MQ 2010? The Board has to approve the quilt design. If approved in March, could it be photo-ready in April? It doesn't have to be quilted at that point. The committee has discussed hand-quilting the quilt. Is this timeframe possible? It was very impressive to have the quilt for MQ 2010 at MQ 2009; it would be great to have the MQ 2011 quilt at MQ 2010. The consensus was to not limit the quilt committee, but to let them know what we would like. Char will talk to the committee and convey this to them.

### **President's Report** (Char Wenger).

Char passed around the sign-up sheet for the board table at MQ 2010.

The Door Prize committee had difficulty accessing the storage facility. There were a few issues: (1) the facility did not have an up-to-date list of people who should have access; (2) it was unclear to the Door Prize people where exactly the MQ storage unit was; (3) the storage directions sheet needed a little more information.

Linda updated the "how-to" sheet, adding more information. The access list should be updated to include Board members and show committee members.

Action Item: The storage unit access list should be updated. This updating should occur after the Board changes, and with each new show committee.

**Business Manager's Report** – No report.

**Communication Director's Report**

Communication Director Diane Moe has resigned. Char has approached someone, but hasn't heard back from them yet. Board members should let Char know if they have any possible candidates for Communication Director.

**Education's Report** – Nothing to report, other than great February meetings. Karen Stone sold a lot of books.

**Past President's Report** (Mary Brandt).

Mary has received a resume from a candidate for Treasurer. Mary will ask her to come to a Board meeting. A background check on a Treasurer candidate is made after the person has been voted in to office. Mary will send out the resume of the candidate as an email attachment to the Board.

Laura Nagel has agreed to run for Education Director.

President Elect and Operation Director(s) still need candidates.

**President Elect's Report** (Yvonne Curran).

A grant request was made by the Fiber Artists Study Group for \$500 to offset expenses (shipping and entrance fees) to Quilt Festival in Seoul. Cindy Kaye Meier is going to the show; when she comes back she would like to do an exhibit at MQ 2011 of these quilts. Cindy Kaye would also come to our meetings to present a trip report at no charge to MQ.

This request doesn't seem to fit our locally-based criteria for grants. The Board passed on making a motion for this grant at this time.

**Operation Directors' Report** (Jill Schultz and Kathleen Winters).

Jill and Kathleen have received more nominations for Outstanding Volunteer of the Year. A March 8 deadline has been set for nominations. All nominations will be presented at the March Board meeting.

**New Business.**

**Logo** (Wynn Martin). Wynn received some 60+ votes. There was no clear favorite among the choices. Three votes were received for staying with the existing logo. Should the field of potential logos be narrowed to the two that have the strongest love/hate comments? (the one with the state outline; and the diagonal "60s" one). A further meeting of the logo team was scheduled, to be held before the March 6 general meeting. Wynn will send out a meeting announcement.

President Char Wenger adjourned the meeting at 8:55pm. Next meeting of the MQ Board is March 16, 2010.

Respectfully submitted,  
Karen O'Brien  
Secretary  
Revised 18 March 2010

**ATTACHMENT A. Action Items.**

	<b>Assigned To/When Assigned</b>	<b>Action Item</b>	<b>Status</b>
1	Karen Kopitzke/Dec2009	Make the Communications Director the contact for CVENT.	We don't have a Comm person right now; Comm goes to Char now; Karen K. should contact Cvent.
2	Miki/Dec2009	Write up a job description for the Show Budget Director.	
3	Char/Dec2009	Present announcements at general meetings reminding members that selling of items or services is not allowed during the meetings.	Completed.
4	Karen/Dec2009	Write article about the "Quilting for Others" project for the March newsletter, or ask Paulette Marini to do so.	Karen O. will ask Paulette to write something for future newsletter.
5	Karen/Jan2010	The Secretary should update the MQ Board of Directors and Standing Committees listing, and republish it.	In process.
6	Sue/Jan2010	The job descriptions of the Meeting Coordinators and Meeting Coordinator-Elects have changed with the advent of the new Hospitality Coordinator positions. Review these job descriptions for accuracy and completeness.	
7	Ops/Jan2010	The position of Volunteer Coordinator needs a job description with better definition of role and duties.	Jill and Kathleen meeting on Saturday.
8	Becky/Jan2010	Produce a cash flow forecast for the fiscal year.	
9	Sue/Jan2010	Put the non-member fee change (general meetings) in the next MQ News.	Completed.
10	Comm/Jan2010	Set up a password-protected space under CVENT and define what should be in the members-only protected space.	
11	Sue/Jan2010	We need two types of meeting contracts: (1) lecture only; (2) lecture and class variation. We currently have only the first type. The show faculty contract could be used as a model for the second type.	
12	Char/Jan2010	Deal with R & Z to determine what their needs are for our approved signers.	R & Z doesn't know yet. They don't really want us there? Char will talk with supervisor when super is back at R & Z.
13	Char/Jan2010	Write up the R & Z policy and procedures, once they have been established.	Are their alternatives to R and Z? Can we afford to use retail quilt shops? Procedures for

			purchasing are a little difficult (e.g. purchasing books for the library).
14	MQ2011/Jan2010	(For next year): Establish a volunteer opportunity to review the list of shops, contact the shops, ask how many books they want for next year.	
15	MQ2011/Jan2010	(For next year): We should ask new members how they heard about us. When non-members register for the show, we could ask them where they heard about the show.	
16	Sue/Jan2010	Set up a Facebook page for MQ, and an Event to advertise the MQ 2010 show.	Completed
17	Char/Jan2010	Contact David and Jane Shattuck for assistance in locating the Primrose Gradations fabric for possible use in the MQ 2011 Raffle Quilt.	MQP is having the quilt finished for the MQP project. The donators of the fabric wanted it made for the 25 <sup>th</sup> . The fabric is not available for use by the MQ 2011 . The quilt made from the fabric will be in the permanent collection.
18	Jean McMahon/Feb2010	Jean McMahon offered to find the answers to a few questions that we have: (1) What is the date for Community Day 2010?; (2) Will the Community Forum be addressing the issues caused by the Light Rail construction?; (3) Was anyone from MQ involved in development of the Textile Center Strategic Plan?	Who should follow up with Jean?
19	Miki/Feb2010	Miki is working with Becky to develop a cost analysis of the annual quilt show.	
20	Linda/Feb2010	Linda Lysdahl can include the press contact information in the Show Information document. She could also provide the "talking points" sheet for use by the Board.	
21	Linda/Feb2010	The storage unit access list should be updated. This updating should occur after the Board changes, and with each new show committee.	
20	??/Feb2010	Talk with Textile Center to have MQP quilts on display at some point.	This grew out of the discussion of the MQ 2011 quilt.