

MQ Board of Directors Meeting

Date: March 16, 2010

Board Members Attending:

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

Staff Attending:

Linda Lysdahl

Guests:

Lou Roos
Jean Carr
Wynn Martin
Jan Walstrom (at 6:55)

Board Members Not Present:

Location: Textile Center

President Char Wenger called the meeting to order at 6:30 pm. Char passed around an attendance sheet asking for volunteer hours to be reported.

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

MOTION: Sue Rutford moved that the minutes be approved as corrected. Mary Brandt seconded the motion, and the motion passed unanimously.

Motions/Action Items. Items were reviewed and updated (see Appendix A at the end of this document).

Treasurer's/Finance Report (Miki Peine).

Financial Report. It is has been difficult to explain to members that MQ is running a deficit; we are not "out of money." The important thing to note is that, if MQ doesn't make changes in how they do business, too many years of running in deficit mode will prove disastrous to their long-term viability.

Miki is planning a **Financial Retreat** for the Board and other attendees. The dates of April 17 or April 24 had been offered as possibilities, and the response for each date was about the same (10 "yes"es and 4 "no"s for each date). The Board selected April 24 as the date of the retreat. The nominees for next year's Board will be invited, as will Linda Lysdahl. The retreat will be held at Neighborhood Development Alliance, 481 S. Wabasha St, St. Paul. Miki has reserved a conference room there, starting at 9am, hoping to finish by 2:30pm, with a lunch break. The intent is to review all of the activities of MQ, using the last two years' data for analysis. We will study the profit and loss information on all activities. Board members will be assigned to particular events and activities and do research after the retreat. Findings will be presented at the next Financial Committee meeting.

Action Item(s): Miki is planning the retreat. She will gather income and expense information for the activities and events of MQ over the past two years. She will send meeting information via email prior to the meeting. She will order lunch for attendees, and attendees will contribute to cover the cost of the food.

Event Planning Seminar. Yvonne attended the seminar and gave a report to the Board. According to the seminar, MQ is doing some good things; some bad things. We should develop a way to monitor and review performance of volunteers. As for budgeting, we should first establish what our group needs to make in order to stay in business; then make a show budget; and, only then, sign contracts. Here is an excerpt from the February 2010 Finance Committee minutes: “MQ needs to determine the amount of income they plan on earning. That will determine how [the] show is planned.” We shouldn’t be signing contracts until we have the budget in place.

Karen Kopitzke, Miki Peine, and Linda Lysdahl will be attending the seminar on March 26. That seminar has a different facilitator.

2010 Show Registration Book. The printing costs were over budget by \$3000 (shipping costs; postage for mailing of member books). The books cost a total of \$8500 this year, still a big savings over last year’s \$11000. The committee made every effort to keep the book as small as possible.

In light of our financial planning, further questions arise regarding the registration book. Do members need to get their registration book in the mail? Do other quilt shows send out registration books to their members across the board? What is our return on investment for mailing the books out? Might we keep the registration book online only? Printing the books costs us, both monetarily, and ecologically. We could send a postcard to notify members that the registration book was available, or make it available upon request (with a small fee). We can talk about this more at the financial retreat.

MOTION: Miki Peine made a motion that we pay the complete invoice of \$8500 for printing and shipping of this year’s registration book. (Since the cost was over budget, a special motion is required). Yvonne Curran seconded the motion. Motion passed unanimously.

A question arose as to how the show books (not the registration books) got to the Textile Center last year. We need to determine how they will get there this year. There will be several pallets of boxes of books.

Action Item. Determine how the show books will get to the Textile Center this year.

President’s Report (Char Wenger).

Communications Director. Char had emailed the Board to let us know that Jean Carr had volunteered to finish out Diane Moe’s term as Communications Director. Our bylaws provide that the President can appoint a replacement in a case like this, and then the Board approves the appointment.

MOTION: Kathleen Winters made the motion that we accept the appointment of Jean Carr to Communications Director, to fill out the term vacated by Diane Moe. Jean Carr will stay in the position through operating year 2011. Mary Brandt seconded the motion. Motion passed unanimously.

R & Z. Char provided a policies and procedures document to the Board and it was reviewed. R & Z wants a list of three people who will have access to shop and purchase at wholesale rates. We are providing them three names of people, but we view the authorization as that of position. The three positions that we will name: President, Education Director, and Door Prize Committee chair (1 of them).

Char warns the Board that R & Z is reluctant to work with MQ. It seems that we should be looking for alternatives.

Action Item: Mary Brandt will pursue establishing an account for MQ with Brewer Quilting and Sewing Supplies (a wholesale provider).

St. Cloud Guild. Char is going to talk to the St. Cloud guild on April 8, to ask them for their help in setting up the show. Their meeting starts at 7pm. Jill and Jean plan on attending also. Char would like to offer the guild members some incentives to join MQ.

After discussion, the Board decided to offer a special incentive (one of the green plastic tote bags) to people who sign up for a two-year membership in MQ. All attendees received a gift certificate for a free FQ; the certificate can be redeemed at the Board Table at the show (the redeemer will need to show their show wristband in order to redeem the certificate).

Depending on demand (the number of people responding to this offer), Board members will contribute fabric. Miki volunteered to get the fabric cut up and brought to the show.

Other ideas that arose during this discussion: Provide a different tier of membership for people who don't live in the metropolitan Twin Cities; provide webinars on the website (Cable TV? YouTube? Brown internship assignment?).

Action item: Locate and bring green bags to the St. Cloud guild. Have the surplus bags at the Textile Center to offer to other new or renewing members who take advantage of this offer.

Action Item: Solicit fabric from Board members as needed. Get fabric cut up and to the show.

There may be opportunities for members to present the MQ show to their local guilds. It would be great to have a flyer/handout to have available to members who want to do so.

Action Item: Produce MQ handout for members to present the show to their guilds. The handout could be modeled after Linda's press handout.

Show Coordinator's Report (Linda Lysdahl).

Sponsor Thank You Bags. Every year, the Board puts these together as a greeting and a "thank you" to the show sponsors. Some of the famous green plastic tote bags have been set aside for this purpose this year. Board members who wish to participate take a set of bags around and make contact with the sponsors. Sponsors love getting these bags.

Each board member is requested to donate items to be placed in the bag. Linda will email a list of items that have been used in the past. The Board members can pick from the list, or come up with something new. It is important to communicate the item(s) that will be donated to Linda, to reduce duplication of items that don't really bear duplication.

2011 Show Committee Manuals. Linda has them ready to go.

Fudge. MQ has maintained a "no food" rule in the quilt exhibit areas. Vendors have had candy in their display areas. Walnut Grove Mercantile wishes to offer free fudge samples at a booth at the St. Paul show. Linda doesn't know for sure if the St. Paul facility will allow this, but wanted to make sure that the Board was okay

with the idea. There were some misgivings voiced about having such a messy food in with the quilts, but the majority of the Board seemed to think that it would be fine. No motion was made either way. Linda will explain the dilemma to the vendor, and will explain that the giving out of samples will have to be policed.

Press Information. Linda had put together a document, and the Board reviewed it. Linda will also share press releases with the Board. This information will be provided in a format to make it easy to use at the show; some suggestions were to have the information on a clipboard, and to provide it as a set of bullet points.

Radio advertising. Linda had sent the script for a radio commercial and it was reviewed and some tweaks were made to the wording.

This radio commercial will air on a St. Cloud area radio station. Other radio possibilities were mentioned: Sue thought it might be possible to get a mention on MPR, and Wynn mentioned the FM107.1 “Shop Girls” show.

Action Item: Sue will check into the possibility of having MPR mention the show.

Action Item: Wynn will work with Linda to check into getting mentioned on the FM107.1 “Shop Girls” show.

Show Reports (Jill Schultz).

MQ 2010. The show committee will be walking through the St. Cloud Civic Center on April 10.

MQ 2011. Lou Roos has offered to serve as MQ 2011 Show Chair. She amply meets all qualifications to serve as such.

MOTION: Mary Brandt moved that we accept Lou Roos’s application to serve as Show Chair for MQ 2011. Kathleen Winters seconded the motion, and the motion passed unanimously.

Personnel are in place for 50% of the other MQ 2011 positions.

Raffle Quilt approval. The MQ 2010 Raffle Quilt committee has chosen a pattern for the quilt and is seeking Board approval. The pattern is “Shakespeare in the Park” by Judy Martin (The Creative Pattern Book, Judy Martin. Crossley-Griffith, 2000.) Permission to use the pattern will be obtained from Judy Martin. The committee intends to make the quilt in a mixture of blues, creams, and a little green. The quilt will be made from volunteer-donated fabrics.

MOTION: Jean Carr moved to accept the quilt committee’s plans for the MQ 2011 Raffle Quilt. Sue Rutford seconded the motion, and the motion passed unanimously.

Communication Director’s Report (Jean Carr).

Char had received a letter from a member after the March meetings with some suggestions of changes that might help MQ. One of the suggestions was to list quilt groups which are open to new members on the Internet (on the MQ website, or possibly on Facebook).

MQ has a new website manager. Karen Knoll will be taking over from Linda Kosfeld.

Education Director’s Report (Sue Rutford).

Sue had emailed the “hybrid” teacher contract to Board members. Sue will amend the labeling of the appendixes to make them easier to reference.

MOTION: Jean Carr moved that we accept the contract format, with the appendix relabeling. Mary Brandt seconded the motion. The motion passed unanimously.

Past President’s Report (Mary Brandt).

Mary reports that there is a full slate of Board nominations for the upcoming election.

Wynn Martin is running for President-elect; Laura Nagel is up for Education Director. Two members have volunteered for Operations Director; Mary Pozzini and Carol Fisher.

Having two candidates for one open position is unusual for MQ. In the past, the nominating committee has worked with candidates to have them run for positions which might not have been their first choice (e.g. last year, there were four people who volunteered for the Secretary position). How does Board decide who will be on the slate? If the Board decides who is to be on the slate, are they taking the right to vote away from the membership? Is the Board then just letting the membership approve of who they want in the position?

It seems the right thing to do is to let the membership decide via the vote at the Annual Meeting. Have the candidates write a synopsis of how they meet the requirements of the position. Make sure that they know what will be required of them if they are elected.

Action Item: The Board candidates should write a synopsis of their experience in the position and with MQ. The articles should appear in the May newsletter.

Treasurer. Sandra Weston has volunteered to serve as Treasurer. Applicants for the position of Treasurer must be Board-approved before the election. A background check is done on the Treasurer after they are elected.

MOTION: Mary Brandt moved that we accept the nomination of Sandra Weston to the position of Treasurer on the MQ Board. Yvonne Curran seconded the motion. The motion passed unanimously.

A question arose about the timing of the background check. Would it be more appropriate to have the check run prior to the election?

Action Item: Char will ask the candidate if she is okay with us doing the background check now. The candidate should sign a release form to allow MQ to do the check.

Action Item: Jean has a sample of a release form, and will send it to Char.

Action Item: MQ’s accounting person should have background check on an annual basis.

President Elect’s Report (Yvonne Curran).

Yvonne received a grant request from Loon County Quilters of Grand Rapids. The request money would be used to bring in a guest speaker, but there was very little information given in the grant request. Should more information be requested of them? The lack of information could be because the group doesn’t want to commit to having the event without having the funding in place. This grant request will be reconsidered after the show.

The Board discussed a possible future guideline of only spending in grants what we earn on the small quilt auction.

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

The Operations Directors received several nominations for Outstanding Volunteer of the Year. It was a very difficult decision, but the Board selected David Shattuck as this year's honoree. David has served MQ over many years, in many different ways. The President will contact David to let him know, and introduce David as Outstanding Volunteer of the Year at the April membership meetings. There is a budgeted amount of \$100 for gifts for the honoree. In previous years, the honoree has received a plaque, a \$50 gift certificate to the honoree's favorite quilt store, a banquet ticket at the show, and flowers.

Action Item: Write article for next newsletter and for show booklet. Provide for gifts and plaque to be made.

Strategic Planning (Wynn Martin)

The committee will be presenting a new set of logos to the membership in April. These logos were developed at the last strategy plan meeting. Wynn and Linda asked for the Board's help in narrowing the field of logos. They were also asked for suggestions of modifications that might be made.

New Business.

Spam. Board members are recently receiving quite a bit of spam addressed to our MQ addresses. Who is the current MQ site provider?

Action Item: Jean will find out who is MQ's current site provider. There should be a way to stem the spam coming to Board members.

Festival of Trees. MQ has participated in the charity fundraiser Festival of Trees in the past. This event has provided good publicity to MQ. MQ has used quilting themes to decorate their tree; one year, they used buttons on ornaments and as garland, and the tree was very successful. MQ has not participated in the event for several years, probably because no one stepped forward to run it. Karen O'Brien would like MQ to consider sponsoring a tree, and would be glad to act as coordinator.

President Char Wenger adjourned the meeting at 9:30pm. The next meeting of the MQ Board is April 20, 2010.

Respectfully submitted,
Karen O'Brien
Secretary
Revised 9 May 2010

ATTACHMENT A. Action Items.

	Assigned To/When Assigned	Action Item	Status
1	Jean/Dec2009	Make the Communications Director the contact for CVENT.	Jean will 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	KarenO/Dec2009	Write article about the “Quilting for Others” project for the newsletter, or ask Paulette Marini to do so.	In process. Karen asked Paulette to write something for future newsletter, but needs to firm up the plan.
5	KarenO/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.	Char will send Sue the most current version of the job descriptions.
7	Ops/Jan2010	The position of Volunteer Coordinator needs a job description with better definition of role and duties.	In process.
8	Becky/Jan2010	Produce a cash flow forecast for the fiscal year.	Completed.
9	Sue/Jan2010	Put the non-member fee change (general meetings) in the next MQ News.	Completed.
10	Jean/Jan2010	Set up a password-protected space under CVENT and define what should be in the members-only protected space.	In process. Jean has made this a high priority.
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.	Completed. Hybrid contract presented to Board; will be used going forward.
12	Char/Jan2010	Deal with R & Z to determine what their needs are for our approved signers.	Completed.
13	Char/Jan2010	Write up the R & Z policy and procedures, once they have been established.	Completed.
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 th . The fabric is not available for use by the MQ 2011 . The quilt made from the fabric will be in the permanent collection.
18	KarenO/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?	Karen will contact Jean to see if she has found any answers.
19	Miki/Feb2010	Miki is working with Becky to develop a cost analysis of the annual quilt show.	Completed?
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.	Completed.
21	Char/Feb2010	The storage unit access list should be updated. This updating should occur after the Board changes, and with each new show committee.	Completed.
20	KarenO/Feb2010	Talk with Textile Center to have MQP quilts on display at some point.	Karen (as Textile Center liaison) will contact MQP and the Textile Center.
21	Miki/Mar2010	April 24 Financial Retreat. Miki is planning the retreat. She will gather income and expense information for the activities and events of MQ over the past two years. She will send meeting information via email prior to the meeting. She will order lunch for attendees, and attendees will contribute to cover the cost of the food.	
22	??/Mar2010	Determine how the Show Books will get to the Textile Center this year.	
23	Mary/Mar2010	Mary Brandt will pursue establishing an	

		account for MQ with Brewer Quilting and Sewing Supplies (a wholesale provider).	
24	Char/Mar2010	Locate and bring green bags to the St. Cloud guild. Have the surplus bags at the Textile Center to offer to other new or renewing members who take advantage of this offer.	
24	Miki/Mar2010	Solicit fabric from Board members as needed. Get fabric cut up and to the show.	
25	Wynn/Mar2010	Produce MQ handout for members to present the show to their guilds. The handout could be modeled after Linda's press handout.	
26	Sue/Mar2010	Sue will check into the possibility of having MPR mention the MQ 2010 show.	
27	Wynn/Mar2010	Wynn will work with Linda to check into getting mentioned on the FM107.1 "Shop Girls" show.	
28	Mary/Mar2010	The Board candidates should write a synopsis of their experience in the position and with MQ. The articles should appear in the May newsletter.	
29	Char/Mar2010	Char will ask the Treasurer candidate if she is okay with MQ doing the background check now. The candidate should sign a release form to allow MQ to do the check.	
30	Jean/Mar2010	Jean has a sample of a background check release form, and will send it to Char.	
31	Char?/Mar2010	MQ's accounting person should have background check on an annual basis.	
32	Jill+Kathleen/Mar2010	Write Outstanding Volunteer of the Year article for next newsletter and for show booklet. Provide for gifts and plaque to be made.	
33	Jean/Mar2010	Jean will find out who is MQ's current site provider. There should be a way to stem the spam coming to Board members.	