

## MQ Board of Directors Meeting

**Date:** January 19, 2010

**Board Members Attending:**

Char Wenger  
Miki Peine  
Yvonne Curran  
Karen O'Brien  
Sue Rutford  
Kathleen Winters

**Staff Attending:**

Linda Lysdahl

**Guests:**

Jan Walstrom

**Board Members Not Present:**

Diane Moe  
Mary Brandt  
Jill Schultz

**Location:** Textile Center

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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 December minutes were reviewed, and revisions were discussed.

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

There was discussion of the current MQ Roster (MQ Board of Directors and Standing Committees listing). The list is somewhat out of date; there have been changes in personnel and in contact information.

**ACTION ITEM:** The Secretary should update the MQ Board of Directors and Standing Committees listing, and republish it.

**ACTION ITEM:** The job descriptions of the Meeting Coordinators and Meeting Coordinator-Elects have changed with the advent of the new Hospitality Coordinator positions. Sue Rutford agreed to review these job descriptions for accuracy and completeness.

Other personnel changes include Linda Kosfeld stepping down from Website duties, Joanne Holzknicht stepping down from Block of the Month, and Marilyn Orlich stepping down from Volunteer Coordinator.

**ACTION ITEM:** The position of Volunteer Coordinator needs a job description with better definition of role and duties. Our goal should be to get more volunteers connected with opportunities. Operations Directors (Kathleen Winters and Jill Schultz) will take this task on.

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

Current financial reports were reviewed. With the budget for the 2010 show completed it has become apparent that MQ will start to have a cash shortage in our main checking account beginning in July 2010. MQ is perceived to be "cash rich" because we do have larger savings accounts; most non-profits do not have a lot of money in the bank. This current fiscal year we have budgeted to spend \$86,000 more than we will earn.

ACTION ITEM: Becky will produce a cash flow forecast.

Miki will present these financial matters to the membership at the February meetings, outlining our need to change how we conduct business in order to continue as an ongoing entity. She, with the backing of the board, will ask the membership for their help in setting priorities and a "gameplan."

Yvonne Curran reported as head of the budget committee that work had begun on the budget for the 2011 show in Saint Paul. Projected net income from the 2011 show is estimated at \$41,000, and could actually be more like \$25-\$30,000. Our auditors have suggested that it might be useful to start at what we'd like to earn per seat or per class, and then determine what we have to do to get that amount.

Miki recommended that at least four people from MQ, including our Show Coordinator, attend an Event Planning workshop. Linda will attend, and Yvonne is interested. Board development money is set aside for training like this. The workshop is being held March 3 (St. Cloud), and March 26 (Bloomington). Miki will take care of the registrations for those who would like to attend; those interested should let her know.

The Board discussed ways to increase revenues, specifically by raising non-member fees. This action could result in new memberships by people wanting to avoid the increased non-member penalty.

MOTION: Starting in March 2010, the attendance fee for general meetings for non-members will change from \$3 to \$5; for "Lecture Series" meetings (with paid speakers), to \$7. (At this point we are not addressing a member fee for the lecture-type meetings). Sue Rutford made the motion, Kathleen Winters seconded, and the motion passed.

ACTION ITEM: Sue Rutford will put the non-member fee changes in the next MQ News.

As another benefit of membership, we need a password-protected space for members on the MQ website (we did have this with Member Clicks).

ACTION ITEM: Communications (Diane Moe) should work with Linda Kosfeld or her replacement to set this up and to define what should be in the members-only protected space.

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

**2011 Show Manual Policies and Procedures.** Linda asks for corrections or additions to the document.

"Show stationery" should be removed from the list of "disposable inventory" on page 1.

Safety information should be included in the document. Topics to be covered might include: how to safely use a ladder; communication if there was a problem at the show; use of accident report forms; what to do in event of a natural disaster; first aid information; what to tell emergency responders; safety not only at the show venues, but at the Textile Center as well.

A question was raised about the differences between the contract for a lecture speaker and that for a teacher at the show. The two types of contract use different rates. It was felt that there should be a standardization of the meeting lecturer contract vis-à-vis the show teacher contract.

ACTION ITEM: 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. Sue Rutford is working on this.

**Sponsor Update.** Linda is waiting for responses from a few potential sponsors.

**R & Z cards.** Char Wenger is working on a policy and procedures for MQ access to the wholesaler, Rubenstein and Ziff. Char has been in contact with R & Z. They request that three names per organization be on file with them.

The Door Prize chairs handle door prizes for the show, as well as general meetings. These door prizes are usually donated in-kind donations. They also have used R & Z for purchased prizes which were split between all events (show, general meetings, Fall Getaway, Holiday party). If special event chairs are buying their own prizes within their own budgets, the Door Prize chairs could adjust the number of prizes they set aside accordingly.

It is feasible that the following positions would have need of the “R & Z Card,” at different times: the Door Prize chairs; the Education Director; the Fall Getaway chair; the Holiday Party chair; the President.

ACTION ITEM: Char Wenger will continue dealing with R & Z about the policy, working to determine what R & Z’s needs are.

ACTION ITEM: Char will write something up for the general board and committee policies. The write-up should address the overlap between events and committees.

**Show Job Descriptions on MQ website.** These haven’t been updated for a while. Linda will review these descriptions after receiving input after the 2010 show, and updated descriptions will be published on the website.

### **Show Reports (2010)**

**List of Shops.** Who has ownership of this? Becky maintains a database of shops and vendors. The Show Secretary coordinates the delivery of registration books to the shops on the database.

ACTION ITEM: (For next year): Establish a volunteer opportunity to review the list, contact the shop, ask how many books they want for next year. The Show Secretary would serve as coordinator for this activity. The Door Prize chairs will also receive responses from their mailing.

**Advertising budget.** Should MQ spend their advertising money advertising locally, and not nationally? Should a limit be set on what we will spend on publicity? The goal should be to get the best return on spending.

ACTION ITEM: (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.

ACTION ITEM: Sue Rutford will set up a Facebook Event to advertise the MQ 2010 show (free!)

## Show Reports (2011)

**MQ 2011 Budget.** Linda Lysdahl, Carol Graves, and Yvonne Curran worked on budget numbers before the January Finance Committee meeting. There will probably be a need to change registration fees and class fees to bring in more revenue. It might be necessary to charge more for bigger-name teachers. The budget group is meeting again after the February Saturday morning meeting.

Some big questions remain about MQ's ability to put on an annual show. St. Paul as a venue has its difficulties, as well. We may need to consider putting on a show every two years. Can we make money doing the same thing every year? Registration fees should make it very attractive to be a member—perhaps leave the show registration fee at \$35 for members, but raise it to \$75 for non-members. Non-members could be charged more to enter a quilt into the Judged Quilt exhibit.

For MQ 2011, what do we do if we don't get a show chair? It seems we need to set a deadline. What would we lose if we backed out of the contract? It would be very expensive to stop, but the sooner we did so, the lesser might be the damage. The Civic Center might be more open to negotiate a reduction in charges.

We should announce to the membership that, unless show chairs step forward, we will need to cancel, and then explain the financial impact (\$6,000 prepayment; \$39,000 rental?).

March 15 will be the deadline for MQ 2011 Show go/no-go. This will be stated in the next newsletter (March issue), and at the February meetings.

In any event, we will seriously reconsider holding the show in St. Paul in 2015.

**Raffle Quilt.** We haven't found anyone who wants to do the MQ 2011 Raffle Quilt for free. We are returning to our roots, and establishing a committee to make the quilt. There was fabric (Primrose Gradations) from our 30<sup>th</sup> anniversary year; that fabric should be located.

ACTION ITEM: Char will contact David and Jane Shattuck for assistance in locating the missing fabric.

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

Char passed around a sign-up sheet for the Board Table at MQ 2010. Board members should sign up for a shift at the table.

Some have reported having trouble sending emails to Char from the MQ website. The live addresses will be taken off of the page, but the email addresses will still be listed.

Char will produce a simple survey to ask MQ members basic questions about their feelings about MQ and its future. The survey will be handed out at the February meetings. Some questions might be: How do you feel about the MQ Show? Should we change to every two years? Should we reduce the number of venues? What does MQ mean to you? What does MQ mean to Minnesota? How would your life be affected if MQ was not around?

**Business Manager's Report.** Becky McPeck will be out of the office January 25-29; Jill will take care of mail and phone during that time. Also, Becky is taking a final emergency leave day on February 5.

**Communication Director's Report.** No report.

**Education Director's Report (Sue Rutford).** Sue encourages everyone to attend the Karen K. Stone class in February.

**Past President's Report.** No report.

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

**Charter Member's Scholarship.** Board members had reviewed the applications for the scholarship, and voted for the applicant represented as "Number 1" (Corinne Orvis).

**Grants.**

Laura Nagel requested a grant for \$400 to assist with the annual Women's History Month exhibit at Eagan High School. Maxine Rosenthal is the speaker. The March MQ Thursday night meeting will be held at the school; there will be three quilt vendors onsite.

MOTION: Yvonne Curran moved that \$400 be provided to the event; Kathleen Winters seconded the motion, and the motion was passed.

Terry Kryzan, representing Quilts of Valor, requests \$500 to buy batting for Quilts of Valor quilts. Because of other requests in the works, the amount was changed to \$250 in the motion.

MOTION: Yvonne Curran moved that \$250 be given to Quilts of Valor; Kathleen Winters seconded the motion, and the motion was passed.

The Alexandria Area Lake Quilters asked for funds to help them make Habitat for Humanity quilts. They received \$500 from MQ last year, and gave out six quilts. MQ funds were used for quilting, backing, and batting. Discussion ensued about the amount of the grant: some felt that it seemed a little high.

MOTION: Yvonne Curran moved that \$250 be granted to the Alexandria Area Lake Quilters to assist them in their Habitat for Humanity project; Kathleen Winters seconded the motion, and the motion was passed.

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

Jill is drafting employment agreements. Jill and Kathleen are also soliciting nominations for the 2010 Outstanding Volunteer of the Year. There will be an article in the next issue of the MQ News requesting nominations.

**Strategic Planning Report.** No report.

**New Business.** No new business.

Next meeting of the MQ Board is February 16, 2010.

President Char Wenger adjourned the meeting at 9:30pm.

Respectfully submitted,  
Karen O'Brien  
Secretary  
Revised 4 March 2010

**ATTACHMENT A. Action Items.**

<b>Assigned To/When Assigned</b>	<b>Action Item</b>	<b>Status</b>
Yvonne/Dec2009	Make the Communications Director the contact for CVENT.	
Miki/Dec2009	Write up a job description for the Show Budget Director.	
Char/Dec2009	Present announcements at general meetings reminding members that selling of items or services is not allowed during the meetings.	Completed.
Diane/Dec2009	Write article about the "Quilting for Others" project for the March newsletter, or ask Paulette Marini to do so.	
Karen/Jan2010	The Secretary should update the MQ Board of Directors and Standing Committees listing, and republish it.	
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.	
Ops/Jan2010	The position of Volunteer Coordinator needs a job description with better definition of role and duties.	
Becky/Jan2010	Produce a cash flow forecast for the fiscal year.	
Sue/Jan2010	Put the non-member fee change (general meetings) in the next MQ News.	
Comm/Jan2010	Set up a password-protected space under CVENT and define what should be in the members-only protected space.	
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.	
Char/Jan2010	Deal with R & Z to determine what their needs are for our approved signers.	
Char/Jan2010	Write up the R & Z policy and procedures.	
??/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.	
??/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.	
Sue/Jan2010	Set up a Facebook page for MQ, and an Event to advertise the MQ 2010 show.	Completed
Char/Jan2010	Contact David and Jane Shattuck for assistance in locating the Primrose Gradations fabric for possible use in the MQ 2011 Raffle Quilt.	