

## MQ Board of Directors Meeting

**Date:** October 19, 2010

**Board Members Attending:**

Yvonne Curran  
Char Wenger  
Wynn Martin  
Sandra Weston  
Jean Carr  
Laura Nagel  
Mary Pozzini  
Karen O'Brien  
Carol Fisher

**Staff Attending:**

Linda Wines  
Linda Lysdahl

**Guests:**

Kathy Brevig  
Lou Roos

**Board Members Not Present:**

Jill Schultz

**Location:** Textile Center

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

**Secretary's Report** (Karen O'Brien).

Approve September Minutes.

MOTION: Mary Pozzini made a motion to approve the September minutes; Carol Fisher seconded the motion; motion carried.

**Treasurer's/Finance Report** (Sandra Weston).

*Financial Report.* Sandra reports that we did not experience as much of a deficit this year as had been predicted. Apparently there were problems in the reporting of dollar amounts that caused incorrect projections to be produced. Sandra will address the issue in an article for the next newsletter.

**Show Coordinator** (Linda Lysdahl).

Linda passed out a handout analyzing current sponsors for 2011. The document is based on her plan for sponsors. Next year's sponsors seem to be committing very slowly. Is the increase in booth fees affecting decisions of some sponsors? Is the economy? Is St Paul not as successful of a venue as St Cloud? Is St Paul more expensive? The potential sponsors still want to be at the show vending but don't want to pay the extra for sponsorship.

CVENT is now handling the sponsor contracts. There is a bug in CVENT allowing the sale of unlimited corner booths; sponsor can also select the \$500 level of sponsorship, but can get 3 booths. Linda L. will be manually providing controls. Karen K. is trying to program around the problems.

### **Show Reports.**

*MQ 2011 (Lou Roos and Kathleen Brevig).*

Lou and Kathy found conflicting information on show committee considerations, as well as discrepancies between portions of the show committee manuals (e.g., free ticket to Grand Banquet vs. free ticket to the Evening Event).

MOTION: Accept the show committee considerations as written on page 5. The content is already approved; this vote will just make it official. Wynn made the motion; Char seconded the motion; motion carried.
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Lou and Kathy are working on the budget; they project a profit of \$42,000. They may find mistakes, and will revisit their assumptions. They may come up with a slightly revised budget.

Teacher roster. This can be sent out if it is asked for. Shops can use it to plan trips.

MQ 2011 doesn't have a separate webpage yet. They can put the teacher roster on the page that they have now. A list of quilt categories can also be put out. Pat Curtner and Karen Knoll are working on the MQ 2011 page now.

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

*Meeting schedule.* The BOD meets the third Tuesday of month. Yvonne will email list out. The one non-third-Tuesday meeting is December 14, so as to keep some distance from the holidays. We'll leave the June meeting on the schedule at this time.

*AQSG wrapup.* Are bills paid? (Linda W. thinks so).

Wisconsin guild—disbanding. Concentrated on their mission—education—and educated themselves out of a job. Got very localized, ignored outstate guilds.

*QOTY.* Marcia Stevens. She does not have a body of work; she quilts other people's quilts. Can she gather quilts that she has quilted?

Are QOTY's allowed to sell books and/or patterns at their booths? Have previous QOTYs' done so? They may have gotten a vendor to sell their products at a nearby location. If Marcia would like to sell items, perhaps we can find a vendor who can sell her things. QOTY booths are 10' x10'.

Should we think about having a separate non-business QOTY? Why is a requirement for the QOTY to be "nationally known"? To avoid "popularity contest" kind of competition?

Proposed schedule for next year: Announce in January newsletter that all members can nominate; by March, have the list down to 2; then have the final vote at the annual meeting.

*Should Board members be on show committee?* We get perception from members that we're running everything. If we do everything, are others reluctant to step forward? Think about this issue and prepare to talk about it next month.

*Junior Members.* Under 18. November strategy meeting dealing with membership categories. Interview them in the newsletter? Wynn will talk to Lori Allison.

*2012 Show Chair at Board meetings?* Yes, Cheryl should start attending.

*Dates of Rochester Show and should we change them?* NQA (Columbus OH) dates conflict with the MQ dates (third weekend in June). Should we change dates going forward? We will clash until 2014. Linda L. will talk with Rochester, checking on dates. Could we move to the second weekend? Linda will ask for weekends available right around our current date.

*R&Z/storage garage* authority list is all updated.

### **Communication Director's Report** (Jean Carr).

*Newsletter deadlines.* First of the month preceding the publication month.

*Public relations.* Position description comments should be directed to Jean.

*Fall Retreat.* Should there be a spring retreat? In marketing, set the price to where people will pay. If we do a spring trip, maybe make it shorter in duration, at a different location? Have it in February? (so not too far to drive in winter driving conditions).

Chairs for next year —include Sue Sandager, Sharon Castle, Marilyn Orlich, Marla Muckala.

General Office Help – volunteers have been requested.

### **Education Director's Report** (Laura Nagel).

Calendar of events is on the website, but not in the newsletter yet. We used to have a newsletter column which showed all meetings coming up in a simple list format—can we go back to that?

People and programs for the general meetings have been established until May. Laura would like to have a national lecturer at the May meetings. Laura continues to work on programs into the fall.

Laura would like a list of meetings that we are obligated to have at the TC. Our monthly meetings should not conflict with July 4 in 2011, but we will have a conflict with Labor Day.

*Business cards?* Necessary to have when dealing with public. Can Linda W. produce some for Laura? Kathy Brevig showed samples of some that she had made for herself.

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

*Nominating committee.* The committee is supposed to have two past board members, and two members at large. Suggestions for the committee: Martha Eaves, Kathie Simon Frank, Sharon Castle, Sue Sandager, Gail Hanson, Diane Moe.

We should be considering potential nominees and positions.

This year we will need a President Elect, Secretary, Operations Director, Membership Director, Communications Director.

**President Elect's Report** (Wynn Martin).

*October 5 Strategy meeting.* The meeting dealt with issues such as: Should we change our organizational model? Who decides? Who will our membership be? Next month's discussion talks about the various membership models we could pursue. Meetings will be held on second Tuesday. There seems to be a 50/50 split of BOD members/non-Board members.

**Membership Director's Report** (Carol Fisher)

Based on a series of guild membership questions from Kathy Brevig, Carol Fisher updated and produced a handout to be used to collect information. Carol would visit guilds in the metro area, and mail the questionnaires to outstate guilds. Members had suggestions for the form; Carol will revise.

**Operation Directors' Report** (Jill Schultz and Mary Pozzini). Send confidential portion out separately.

**Business Manager** (Linda Wines).

Membership cards are not being printed, because registration through CVENT. Talk to those who have renewed, ask if they got their card. Need to provide the membership packet to new/renewing members, especially new members.

The "MQ A to Z" on the membership brochure needs to be spiffed up, brought up-to-date.

Old show files—do we need to keep? MQP files—can they moved downstairs?

**New Business.**

We are several months behind with BOD minutes on the website. Linda W. will put them out.

Any developments in curtailing the floods of spam emails? No. Too confusing to members to have the "at" and "dot" in email addresses spelled out? Spammers are "mining" the emails from our webpages.

Will we still process action items at our BOD meetings? Probably won't review them every time, but members should review. Should we add a column for "due date"?

Can the MQ 2011 Merchandise Committee use the MQ logo, but in other colors? To go with the 2011 raffle quilt colors? Consensus was yes, they can change the colors.

President Yvonne Curran adjourned the meeting at 8:55 pm. The next meeting of the MQ Board will be November 16, 2010.

Respectfully submitted,  
Karen O'Brien  
Secretary  
Revised 29 November 2010

**ATTACHMENT A. Action Items.**

	<b>Assigned To/When Assigned</b>	<b>Action Item</b>	<b>Status</b>
6	Education/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.	In process.
10	Jean/Jan2010	Set up a password-protected space under CVENT and define what should be in the members-only protected space.	In process.
14	MQ2011/Jan2010	Review the list of shops, contact the shops, ask how many books they want for next year.	MQ2011 Registration
15	MQ2011/Jan2010	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.	MQ2011 Registration
20	KarenO/Feb2010	Talk with Textile Center to have MQP quilts on display at some point.	Completed. Biennial display by guilds; MQP had a display this past year, so wait another year.
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.	
33	Jean/Mar2010	There should be a way to stem the spam coming to Board members. Encryption? Not providing email address as such on the website? (e.g. "secretary at mnquilt dot org" rather than secretary@mnquilt.org)?	In process.
35	Char/Nancy Hall/Apr2010	Get donation and volunteer forms on the website.	In process.
37	Comm/Apr2010	Start up an MQ Events Calendar on the website.	Calendar on page, but no activities are listed.
38	Jean/Apr2010	Establish an online Membership Directory, accessible by members only.	To access the directory from the MQ page, userid <a href="mailto:member@mnquilt.org">member@mnquilt.org</a> , password 4Members. Difficult to have individual userid access to the directory?
39	Char/Apr2010	Review bylaws; do research to bring them in line with accepted practice for bylaw change. The timeframe for this item would be after the 2010 show.	

40	Char/Apr2010	Review and discuss the make-up of the MQ BOD. Should we add the Show Chairs to the BOD? Add regional members? A Development Director? Timeframe for this item is September/October 2010.	In process.
44	Membership/FinRet	Determine if we are keeping attendance at meetings. If we stopped doing this, set up procedure to start doing it again. If we are doing this, do some analysis of the numbers.	The membership coordinators are collecting this information, based on door prize tickets handed out. We should do some analysis of the numbers.
47	Ops/FinRet	Start process to find alternative organizational space.	Working with a broker; locations being toured and considered.
48	Sandra/FinRet	Produce a Request for Proposal (RFP) for the annual audit.	Consider this for next year (2011)
50a	KarenO/FinRet	Research printing costs and determine if a leased printer is still the best option.	Statistics gathering. Also research way to link copies printed to operational area.
50b	Ops/July2010	The leased printer we have is slow; we should probably get another one. Should be able to print 35ppm. When is contract due for renewal?	
51	Comm/FinRet	Provide information to membership about accessing publications (website, newsletter, directory, show reports, etc.) online.	
52	Treasurer/FinRet	Research payment of fees for our merchant services account.	In process. US Bank and others want to bid.
53	Laura Nagel/FinRet	Laura will send website advertising information to Jean.	Jean will call her to find out about.
54	Linda Lysdahl/FinRet	Determine if it is feasible to operate the Show in a school environment.	
55	Yvonne/FinRet	Yvonne and Kathleen will research the volunteer review process.	In process.
65	KarenO/May2010	Karen will research old action items and bring to the BOD for review.	In process.
66	All/July2010	Research member feelings about BOD members being in door prize drawings.	
68	Comm/July2010	Determine how and when to send out mass emails.	
69	Education?/July2010	Write an article for the newsletter, website, show book addressing how show quilt pictures can be used (e.g. with attribution, not for profit).	
70	Yvonne/Aug2010	MQ donated items to the Textile Center as part of the Capital Improvements campaign. Do we retain any of their value for MQ?	Completed. These were gifts; we do not retain value for MQ.
71	??/Aug2010	Determine what electrical and cabling	

		changes need to be made to provide a two-person office setup.	
72	Jean/Aug2010	Update the Fall Getaway guidelines to indicate that housing for both co-chairs at the retreat is paid by MQ.	
73	Martha/Aug2010	Write newsletter article about DVD sets to be donated to the TC Library.	
74	Wynn/Aug2010	Survey the vendors of the 2011 show.	
75	All/Aug2010	Get all volunteers hours, including hours for volunteers under your program area, to Char by end of the fiscal year.	
76	Char/Sept2010	Reregister bylaws with the State.	
77	??/Sept2010	Add to show committee job descriptions the need to work within their budget.	
78	All/Sept2010	Each Board member should provide signed conflict of interest form to Sandra.	
79	All/Sept2010	Each Board member should provide signed volunteer form to Yvonne.	
80	Linda W./Sept2010	Linda W. will put the bylaws on the MQ website.	
81	??/Sept2010	Determine if we should promote a 6:30pm(Thursday)/9:30am(Saturday) social hour for general meetings?	
82	Karen/Sept2010	Update Textile Center Community Forum representative job description to arrange to have the office open and staffed by volunteers during Textile Center openings and other community events.	Job Description has been updated; Karen will send to Communications. Budget? Key to office?
83	Char/Sept2010	Provide a Fine Arts award to the Minnesota State Fair.	
84	Linda W./Sept2010	Put 2008 survey results on the website. Strategic plan is online.	
85	Comm/Sept2010	Send postcard query to membership, asking them to reply if they want a print newsletter.	
86	Comm/Sept2010	Formulate plan and procedures for sending out print newsletters.	
87	Comm/Sept2010	Develop a job description for Public Relations position.	
88	Yvonne?/Sept2010	Prepare to do a survey (like the 2008 survey) at the 2011 show.	
89	MQ2011?/Sept2010	Document new procedure for ordering awards checks.	