

## MQ Board of Directors Meeting

**Date:** October 20, 2009

**Attending:** Char Wenger  
Miki Peine  
Sue Rutford  
Jill Schultz  
Yvonne Curran  
Karen O'Brien  
Linda Lysdahl  
Diane Moe  
Wynn Martin  
Jan Walstrom  
Gail Bakkom

**Not present:** Mary Brandt  
Kathleen Winters

**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.** The September minutes were reviewed, and revisions were discussed.

**MOTION:** Sue Rutford moved and Miki Peine seconded the approval of the corrected minutes. Motion passed.

**AQSG Seminar 2010 Update.** Gail Bakkom made a presentation regarding this upcoming event. MQ is already sponsoring the Welcome Reception. Gail asked for, and received, some additional non-financial help from Minnesota Quilters: they would like

- To use MQ's name to rent space at the Textile Center;
- To ride on MQ's insurance for a display and sale of Helen Kelley's quilts;
- To accept raised funds for the group in the name of "Minnesota Quilters";
- To have an AQSG table at MQ 2010.

The AQSG Seminar will be held October 14-17, 2010, and will be headquartered at the Sheraton in Bloomington, at the junction of I-494 and Highway 100. More information will be forthcoming as plans proceed. Look for articles in the MQ News.

MQ is a member of AQSG. Char will email the planners of next year's Fall Getaway to avoid having the Getaway being planned for the same weekend as AQSG 2010.

Gail left the meeting after making her presentation.

**Logo Team Report.** The Board reviewed logos currently under development by the team. The goal of the team is to come up with a set of logos for consideration by the general membership. The logos will be presented in an upcoming MQ News, possibly in the January 2010 edition.

A set of logos were placed around the room, and the Board reviewed them in turn, asking questions about them: Does the logo represent MQ? Does it represent quilting? Is the logo readable from across a room? Is the logo legible on a small scale?

The Logo Team will continue the logo review at next month's meeting.

**Treasurer's/Finance Report.** The Treasurer, Miki Peine, and the Finance Committee are busy working with board members to develop the year's budget. They have meetings set with MQ2010 show people and Operations in the next week. They still need to meet with Education and Communication. The budget should be ready for review and approval by the Board at the November Board meeting.

Miscellaneous financial questions were discussed:

- Questions have arisen about which general ledger codes to use for Lodging/Travel/Meals and Judged Prize Money (Miki will meet with Becky to review);
- Miki reminds all of us to include proper documentation with any reimbursement requests;
- A gift card was received in response to an insurance bid—it was sent back to the donor (MQ doesn't purchase gifts, and we should not accept them);
- Show bags were provided to the Fall Getaway and an accounting entry should be made for them, to show the cost of goods sold (COGS) from the show to the other event;
- A bank would not accept a grant check from MQ for "Burnsville Senior Quilters" (Yvonne will contact the grant recipient and have the check reissued with the name that the bank prefers).

A bid was submitted to the Board to bring our collection of Quilter of the Year (QOY) pictures up to date. Richard Frank, husband of Kathie Simon Frank, is willing to print, mat, and produce the final framed pictures, with no extra charge to MQ other than the cost of the frames.

**MOTION:** Yvonne made the motion to accept the offer, and Sue seconded. Char recommended that we purchase a frame for this year's QOY, as well. Based on

Mr. Frank's estimate and the additional cost of attaching a plaque label, a cost of \$40 per QOY portrait (photo and frame) was determined. Motion passed.

Miki reiterated that it is an important financial policy to look for 2-3 bids for purchases made for MQ. The bid that is accepted does not have to be the lowest bid, but the purchaser should be able to give the reasons why the bid was the one chosen.

Finally, the Board is pursuing having audited financial reports on the MQ website.

**Show Coordinator's Report.** Linda Lysdahl asked the Board to decide the risk level they would want to take when guaranteeing hotel room sales in Rochester (MQ2012; Sunstone contract). The banquet space, Heritage Hall, is at a hotel that is part of the Sunstone group. There is no other equivalently-sized space in Rochester. The Board felt comfortable only with the least risky option available. We will take option 3 (the least risky option) but if we exceed bookings, we want to get some benefit from the overage.

Linda also proposed that the method of counting admissions at the annual show be analyzed and documented. Vendors like to know the total number of admissions, as do auditors and membership. We need to have a clear, logical, and consistent way of calculating admissions. An Admissions committee is being established for the 2010 show. It would be good to find out how other shows do their admission counting. For example, complimentary registration numbers are not exact—do they need to be? How do we count multi-day registrations? Are they counted as one registration, or multi-day? Do we include vendors and sponsors as admissions (probably not). The Board will be discussing this issue and should come to consensus at the November Board meeting.

**Show Reports.** Jill Schultz and Jan Walstrom (MQ 2010) discussed parking and busing issues in St. Cloud.

- A shuttle bus will be provided from the Civic Center to the banquet venue (bus is needed for 5 hours rather than 4; if the bus starts running at 5:30 on the night of the banquet, this allows for "fudge" time at the end of the night; charge will be \$6 rather than \$5).
- There may be a shuttle bus running during the day from hotels to the Civic Center (there would be a need to get class participants to the Civic Center by 7:30am, so that they could get to class by 8:00am; one bus; could run from 7am-9am and from 4:30pm-6:30pm, possibly over the noon hour).
- Saint Cloud is paying for the shuttle from St. Cloud University to the Civic Center. Hotels will shuttle people also. City bus will be free of charge (with show wristband; could something be worked out with the city so that on the initial ride to the Civic Center—to get their wristband—the showgoer could get a free ride?).

- Parking passes will be sold; there will be a link on the MQ website. The passes, and the parking spots obtained with the pass, will be on a first come, first served basis.

Janet Watt (Printing) received eight bids for the registration and show book printing, and presented four bids to the show chairs. Graphic Resources was selected. Janet and her husband will be packaging registration books at the printer.

Jill and Jan were unsure of the procedures to use the Rubenstein and Ziff wholesale discount. Char will research.

**President's Report.** Cvent, the new membership and registration system, is coming to life! Karen Kopitzke has asked for permission to send an email to all members, asking them to check their personal information and to get set up on Cvent. The Cvent set-up procedure will also ask questions in addition to identification information (e.g., Would you like to volunteer? What level quilter do you consider yourself?) Sue wondered why we would be collecting information that doesn't seem to have a use. Discussion of the question included the ideas that the answers to these questions could be used in program planning and to facilitate the use of volunteers.

The 2010 Board Retreat is scheduled for September 18, 2010. There are already conflicts with some board members. The date can be changed.

**Business Manager.** No report.

**Communications Director's Report.** The difficulty of conducting business via email was discussed. If meeting minutes are incorrect, we will wait until the meeting to make any changes. The minutes will be sent out for review, but no changes will be made until after the Board meets again.

**Education Director's Report.** This year's Fall Getaway was a lot of fun! Planners of next year's Getaway are Rita Culshaw and Jean Carr.

**President Elect's Report.** Yvonne reports that, so far, there have been no applicants for the 2010 Charter Members' Scholarship. The deadline is being pushed ahead to January 1.

Yvonne recommended that a grant of \$150 be made by MQ to Goldstein Museum of Design. This is a renewal of last year's sponsorship of the Goldstein.

**MOTION:** Yvonne moved that MQ send \$150 to Goldstein Museum of Design. Sue seconded the motion. The Board approved the motion.

President Elect Yvonne Curran will pursue putting MQ on GiveMN.org, a fund-raising portal site. There is no cost to MQ to be on the site, and it is meant to facilitate fundraising, especially among a young demographic. The site launches November 1, 2009.

**Operations Directors' Report.** Jill and Kathleen are reviewing insurance bids. They are looking for a new bid from the current insurance provider. It was felt that Operations could decide on the insurance provider without Board approval.

Jill had a procedural question—Who picks up the mail when the office is closed?

**Strategic Planning.** Wynn Martin will do the link-up between MQ members who have volunteered to help with MQ's Strategic Plan and the Board member who "owns" the area of volunteering. Karen will send out the updated Roster so that the Board and Standing Committees have current contact information.

New action items were identified:

- Jan Schmidt is working on an updated list of guilds
- Develop a link between MQ and other entities (e.g., quilt shops)
- Use social media (e.g., Facebook)
- Work with the volunteer coordinator to fill in empty job positions

**New Business.** None.

President Char Wenger adjourned the meeting at 8:50 pm.

Respectfully submitted,  
Karen O'Brien  
Secretary  
15 November 2009  
Revised 1 December 2009