

MINNESOTA QUILTERS BOD RETREAT MINUTES
Saturday, September 13, 2008
Meeting held at Sue Sandager's home, Scandia, MN

Attending: Linda Wines, Mary Brandt, Debbie Craig, Yvonne Curran, Kathie Simon Frank, Paula Gaboury, Miki Peine, Sue Sandager, Patty Von Arx, Char Wenger, Cindy Wilson, Kathleen Winters.
Absent: Linda Lysdahl, Sue Rutford

Linda Wines called the meeting to order at 9:30 am.

Call to Order and Announcements (Linda Wines)

Board members were asked to report their volunteer hours on the sheet that Linda passed around.

Mary Brandt received a letter from a guild in Brainerd, MN. She will write to them expressing our interest in and willingness to cooperate with their guild. She'll tell them we will share our speakers-list so they can try to piggy-back when they want to. Mary will put a note in the MQ newsletter inviting guilds around the state to consider similar arrangements. It was decided to consider this further during the discussion about MQ's strategic plan later in the meeting.

ACTION ITEM: Patty von Arx will send the Brainerd guild a list of the speakers who are already lined up to speak at the MQ meetings during the 2008-9 year.

Roll Call and Minutes (Kathie Simon Frank)

Kathie Simon Frank offered the August 2008 BOD minutes for corrections and approval.

Cindy Wilson noted that Sue Crouse's daughter died on August 10th. The correction will be made in the minutes.

Sue Sandager and Char Wenger noted a change needed in the Operations Directors report. Communications Directors are seeking a marketing position. The Operations Directors are seeking two volunteers who will update and contact the quilting guilds in Minnesota.

The corrections will be made in the August minutes and corrected minutes resent to the Board.

MOTION: Char Wenger moved and Cindy Wilson seconded that the August BOD minutes be approved as corrected. The motion passed unanimously.

Kathie Simon Frank reported that she made an announcement at the September Saturday meeting asking for volunteers who would serve as membership chairs. Three people responded. Those names have been passed along to Sue Sandager for follow-up.

Kathie Simon Frank further announced that she is preparing a proposal to request that the Fat Quarter Committee be added as a Standing Committee. She will bring that proposal to the October Board meeting for discussion and consideration.

Finally, she thanked the Board for their patience with her sometimes slow-arriving minutes, and promised she would make every effort to get the minutes to the Board members sooner. She thanked the Board for their careful reading of the minutes and for their corrections where warranted. All in all, she had a good year on the Board.

Financial Report (Miki Peine)

Miki Peine announced that MQ's net income has continued a downward trend this month with the balance being down another \$5000. Recently the Finance Committee authorized a \$40,000 transfer

from MQ's investments into MQ's checking account for expenses through November 2008. Sponsorship money for the 2009 show begins to arrive in November and December, so that will help.

A few bills from the 2008 show are still outstanding. Some income should be coming from the Rochester hotels as MQ negotiates a \$3 rebate for each room booked through the four primary show hotels in Rochester.

Sue Sandager has finished the inventory of remaining 2008 show merchandise. She will give this information to Becky McPeck, MQ Business manager. In response to a question regarding whether there will be any further opportunity for MQ members to buy remaining 2008 show merchandise at MQ meetings, Kathleen Winters said she would check on the prices of the various items. And she will set up a display and offer show bags and other merchandise at October or November meetings. All items will be sold at show prices.

Miki Peine reported that the 2009 Duluth show needs to make a profit of \$96,000 to meet budgeted expenses. The final report showed that MQ cleared \$76,000 from the show, a significant decrease from our goal. In comparison, the 2005 Duluth show cleared \$113,000.

ACTION ITEM: Miki Peine will send the BOD members the proposed budget for 2008-9 via e-mail before the next meeting. Everyone is asked to review the whole document in preparation for discussing and approving it at the October board meeting. The budget will be somewhat "soft." It will need to be tracked and perhaps revisited and revised in January '09 and February '09.

The next audit begins in November. The auditing firm has been in touch with Miki Peine.

She encouraged networking with other quilt guilds to promote MQ's education program, meetings, the show and other events.

Various MQ show committee and board members and Linda Lysdahl are investigating alternative show venues for the next St. Paul show in 2011. College campuses, casinos, and fairgrounds are being considered. **ACTION ITEM:** Sue Sandager will start calling various venues to gather information about prices, exhibit and classroom space, etc. They will report back about this at future meetings.

A question was raised about the income generated from the 2008 raffle quilt. Only \$3000 was generated from sales of the 2008 raffle quilt. Raffle tickets were not sent to members in 2007 or 2008 because of a change in the state rules for holding raffles. More tickets used to be sold when each member was sent tickets. Currently members have to request tickets to sell. It seems advisable to reinstate the practice of sending some tickets to every member, though this will take a lot more effort and much bookkeeping. Perhaps the BOD could take on this mailing, or we could solicit volunteers from the membership to do a mailing of this sort. Each member's raffle ticket numbers would have to be recorded before they were sent, and then unsold tickets accounted for (and recorded) after the raffle is held. **ACTION ITEM:** The BOD will discuss this possibility further. It was noted that designing and making the raffle quilt is quite a different effort than marketing the raffle quilt and handling raffle ticket distribution and sales. Different people, or different committees, should be charged with the two (or three) distinct tasks. Another suggestion: unveil the 2010 raffle quilt at the 2009 show. This might generate more interest and allow for a larger audience to view the quilt, thus generating more interest in buying raffle tickets.

The 2009 raffle quilt is designed by Lori Allison with a flying geese theme. BOD members think we should already be working on the 2010 St. Cloud show quilt. Mary Brandt will approach Grubers in St. Cloud for suggestions of Minnesota quilters whom we might approach to design the 2010 raffle quilt. Two names suggested as possible designers included C. Hoover and Pam Dinndorf of Aardvark. The Board needs to come up with a theme and logo for the 2010 show first and choose a designer for the quilt.

Miki Peine again asked, as she had last month, for the BOD to consider what the mission of MQ is. How does the organization want to spend its money? And how can the organization be wise and resourceful about spending and raising or earning money? How can the organization realize more

income? Membership declined from 1300 a few years ago to about 900 now. The organization and all the people in it need to be more welcoming. The BOD could take on a leadership role with regard to donations to MQ.

The BOD generated some ideas for improving its image and making itself more appealing. These ideas include:

Inviting high school and college groups to attend meetings when we have relevant speakers. Other groups to invite might include 4H groups and University of Minnesota design department students.

We might develop a trunk show that could be used by interested schools, 4H clubs, and Girl Scout groups in the area.

Minnesota Quilt Project (MQP) has a list of projects they want to do including developing a power point program and script that could be used by interested groups. The program and script could be developed as stand-alone programs for eventual distribution without requiring an MQ or MQP person to attend each showing. It could be based on a lesson-plan model. Perhaps MQ could help fund such a project. These modules could be directed toward children and youth as well as toward adults. They could be written to appeal to complete novices as well as more knowledgeable or experienced individuals and groups.

Investigate why some quilters who attend the MQ show and other MQ events don't join the organization of MQ.

We might consider establishing a member discount for classes and lectures at the annual meeting—this would give attendees an incentive for joining MQ.

To track MQ members, we could put their MQ membership number on their show nametag.

We could give members higher prize money than non-members.

After this brainstorming session, Miki Peine concluded her report with the following:

Becky McPeek prepared a financial report for the Finance committee meeting in September.

ACTION ITEM: Miki Peine will send that report to the BOD after this meeting.

BOD members are asked to look up the number of the account when submitting check requests so that the check request is entered into the proper account. These numbers are called “general ledger codes.” **ACTION ITEM:** Miki Peine will get a list of the general ledger codes to the Education Committee for their convenience.

Many of the issues that Miki Peine has been raising at recent BOD meetings have resulted because of changes in accounting and federal guidelines and requirements for non-profits over the last three years.

Miki Peine was thanked for all the work she has done since she joined the board this year. She acknowledged that her predecessor had accomplished a lot and had established a good base that she could build on. She said that she was working well with the board and the business manager to make the annual audits go smoothly. She noted all the important work that Becky McPeek does well to make the work of the auditor possible.

Note: No financial reports were presented, so no motion was made regarding them.

Operations Directors' Report (Char Wenger and Sue Sandager)

Sue Sandager said that currently the Business Manager is the only person in Minnesota Quilters who knows how Pay Pal works. **ACTION ITEM:** The Operations Directors will ask Becky McPeek to write up the procedure for using Pay Pal so that others may access it, as well, when they are working on show registrations and new memberships. It was noted that it is generally good business practice to have more than one person knowledgeable on various business systems. There was similar concern

expressed about QuickBooks, the program that is used to keep MQ's financial information. The Operations Directors also need to be able to access the manual about that system.

Because of changes at the federal level, MQ will need to provide more information for the audit than was necessary in previous years. Therefore, it is more important than ever for several MQ officers (including the Operations Directors and Treasurer) to understand the organization's accounting system and the various computer tools that are used to keep this information.

Miki Peine noted that payment requests can be made by scanner or fax to expedite payment, but it is crucial for the originals to be sent to the MQ office and Business Manager for the files to be complete. The auditors require the originals with signatures, not copies from e-mail or fax.

Miki Peine brought up the concept of "Duty of Loyalty" (that is, Board members of organizations must have no conflict of interest). A discussion followed about whether this includes Board members being eligible (or not) to win prizes at MQ events. This must be examined across the organization. **ACTION ITEM:** Before the next annual MQ show, we need to look at who wins things and how we can make it clear that there is no advantage to Board members, volunteers, and others who have a stake in the organization. No conclusion was drawn about the process or the people who would do this study. It is made clear by the rules governing non-profits that officers and employees cannot benefit monetarily from the organization.

Linda Wines said she would be sending thank you letters to all the Standing Committee chairs for the volunteer work they do to promote and sustain the activities of the organization. She wondered if the letters should be sent by her alone or on behalf of the Board as a whole. Via the Board, she publicly thanked Gail Kieper for handling the big job of staffing the State Fair demonstrations with volunteers and she'll be sending her a letter of thanks, as well. The conclusion was to send the letters from Linda Wines on behalf of the Board.

The group discussed some State Fair issues that have arisen. First, State Fair money (money allocated for prizes and for the expense of flyers handed out) should be included in the Communications Committee budget. Next, MQ needs to keep on asking the State Fair to put names on items in the Creative Activities Building. This has been an ongoing issue with the State Fair. The Board acknowledges that it is difficult, given the number of items received, to label everything, but it is important to acknowledge the creator of these beautiful submissions. **POSSIBLE ACTION ITEM FOR FURTHER CONSIDERATION:** The Board discussed the possibility of writing a letter or a petition and having it available to collect signatures at several MQ monthly meetings. No conclusion was reached about whether to do this, who would write the letter or petition, or how it would be presented to the membership.

Sue Sandager and Char Wenger talked with the Textile Center about obtaining a revised lease for a five-year period with a termination clause. The charge should be removed for using the MQP meeting in the library on the one Saturday morning a month when the MQ meeting takes place. The lease would expire on September 30, 2011. **ACTION ITEM:** Linda Wines will follow up on this and get the lease written to include items that we consider essential.

A 2009 membership directory will be published in January and available to members shortly thereafter. There will be a December cut-off date for adding new and/or corrected information.

Communications Directors' Report (Yvonne Curran and Cindy Wilson)

In remarks about how her previous year on the Board had gone, Cindy Wilson said that she had agreed to help Pam Ronan with MemberClicks, but now that Pam has moved out of state, she (Cindy) has neither the expertise nor the time to carry on that project herself. Earlier this year, Cindy had many challenges with the MQ newsletter production, though that is sorting itself out now since the newsletter editorial process and production was added to Becky McPeek's job description. The newsletter editing

and production is going very well now. There has been an immediate positive response to its restored good “look” and content. Based on members’ remarks, Cindy would like to include photographs of Board members in future issues. She will write a column highlighting each Board position in turn, and telling who the people are who fill those positions.

Discussion followed with Directors suggesting: that Board members could be more visible at meetings—for example sit at a table in the front lobby before the meetings and greet people; wear an easily recognizable name tag ribbon with their name and the position they serve; include a column in each newsletter that would re-cap the highlights of the Board meeting; feature a Board member each month in a newsletter column; reaching out of the metropolitan area to offer meetings and workshops in other parts of the state. **ACTION ITEM:** Char Wenger will send Cindy Wilson contact information for Wynne Martin who might be able to help with marketing the organization.

Cindy Wilson updated the Board about current projects using MemberClicks. MemberClicks is on-line and is being used for show registration, and for signing up new and renewing MQ memberships. Communications Directors are adding a monthly survey that will be mentioned in the newsletter, but carried out on-line on Member Clicks to help people get familiar with the system. For those who don’t use computers, there will be a mail-in option to participate in the survey. The results of the survey will be reported in the newsletter each month and the next survey question will be posed.

Cindy Wilson returned to her concern about how MemberClicks will be run and maintained on an ongoing basis. She acknowledged that this is a very big job, and that she cannot do it alone. She said that it was a full-time job last fall when it was getting started. It needs ongoing maintenance. The 2009 show registration needs to be set up soon. This is an important position and should have significant attention paid to it. **ACTION ITEM:** Cindy Wilson raised some important questions: should this be a volunteer position? What term should someone commit to—long or short? Should there perhaps be two people who would share the responsibility and duties? How are the duties split between MQ membership and the annual show committee, as both rely heavily on MemberClicks? Is it realistic to consider that the Membership Standing Committee person/people would handle MemberClicks as part of their job? If this job were shared by two people, should their terms be staggered, so one person is up and running and the second one is in training? (This would relieve the Communications Director from having to constantly train new people). Should the Membership Standing Committee come under the supervision of the Communications Director(s)? **ACTION ITEM:** Cindy Wilson volunteered to write a job description for this/these position(s), and she will contact Marilyn Orlich to ask her to look for one or two volunteers who could handle the job of managing MemberClicks.

At this point, the Board took a lunch break. **ACTION ITEM:** During lunch, Cindy Wilson mentioned that she would give Linda Kosfeld biographies of MQ’s charter members to put on a page of the MQ website.

Education Directors’ Report (Patty Von Arx and Debbie Craig)

Patty Von Arx noted that there were more people attending the last two MQ monthly meetings, perhaps because people now have better options for parking. This is due to the articles in the last newsletter.

She reported that plans for the Holiday Brunch are coming along well. There is a committee of eleven volunteers working on the event. She asked whether she could have two pink show bags to give away at the Holiday Brunch as prizes for Viewer’s Choice for the Christmas Stockings that MQ members are asked to make as donations for children at St. Joseph’s Home for Children in Minneapolis.

Patty Von Arx asked whether there is a policy about people who want to sell things at MQ meetings. The Board discussed the pros and cons about this. Consensus was that it was not appropriate for people to make announcements about items for sale during the meeting or during Show and Tell. Everyone agreed that people with something to sell on meeting days could sit with their item(s) at a designated table at the back of the meeting room. They would be asked to contact the Education Director(s) first to get permission to have an item at the table. The question was raised about whether there would be a charge for offering something for sale at this table, but no final conclusion was reached.

Minnesota Quilt Project (MQP) would like to register quilts and be able to offer appraisals on quilts at MQ meetings. Discussion followed. It was agreed that we would set up a table at each meeting for MQP and that they could collect information about quilts shown at Show-and-Tell and make appointments for appraisals. We want to encourage this practice, since income from the charge for quilt appraisals comes to Minnesota Quilters.

ACTION ITEM: United Way has a provision so people can request that a portion of their donation be allocated to a 501(c) (3) organization of their choice. We should publish information about how individuals can help Minnesota Quilters by designating MQ on their United Way contribution form.

Fall Getaway plans are going well, Patty Von Arx and Debbie Craig reported.

Jill Schultz and Jan Walstron have agreed to serve as evening meeting co-coordinators elect. In the past, when the terms of the evening and day coordinator ended, they were encouraged to move onto the Board as Education Director or Co-Directors. Patty Von Arx said she would talk to the current meeting Co-Coordinator about this possibility. Ruth Herbst, a day-time attendee, volunteered for day coordinator elect, but it seems she really just wants to coordinate treats at meetings and doesn't realize the full scope of the meeting coordinator's job. Patty Von Arx said she would talk with Ruth Herbst to clarify what she wants to do, and encourage her to continue soliciting good treats for Saturday meetings.

Patty Von Arx and Debbie Craig will meet soon with Sue Rutford, the incoming Education Director.

President-Elect's Report (Mary Brandt)

MOTION: Mary Brandt moved and Sue Sandager seconded to give Bundles of Love a grant of \$500 for their projects including batting for quilts that they include in their bundles for newborns. Individuals have made and donated 1,848 crib-sized quilts to date. The motion carried unanimously.

MOTION: Mary Brandt moved and Sue Sandager seconded to give a grant of \$500 to DIVAS (Divine Innovative Visual Arts Sisterhood) of Alexandria to hire a teacher/speaker/demonstrator (Sue Stein of Colorful Quilts) for an upcoming workshop for twelve students. The motion carried unanimously. It was suggested that we also send DIVAS one or two show bags to give as door prizes at the workshop. The Board agreed to do this. [Who (Mary?) agreed to send the bags?]

Mary Brandt suggested that whenever any of the Board is involved with another quilt guild event, they take along a couple of pink show bags as giveaways. **ACTION ITEM:** Linda Wines agreed to put a box of pink show bags in the MQ office so they would be available for this purpose. In each bag, we should put a current MQ newsletter, an invitation to join MQ, a magnet telling about the upcoming show locations and dates, a book mark, and other materials promoting MQ.

Linda Wines will be in charge of the nominating committee for 2009-10's Board of Directors. Positions that need to be filled are: Secretary, and Communications Directors. Board members are encouraged to suggest people to Linda and her committee for their consideration.

Discussion followed about whether it would be advisable for the positions on the board to be staggered. That is, where there are Co-Directors, one would go off the board and a new would person join, so that there is, in effect, a period of mentored training with each new person joining the Board. **ACTION ITEM:** Linda Wines will look at the By-laws to see what would be required to make that change. Linda will also check with Becky McPeek for ideas of people who are active and who might be interested in serving on the Board.

Past President's Report (Paula Gaboury)

Paula Gaboury had no report. She said she had had a good year on the Board. The Board thanked her warmly for her years of service.

2009 Show Chair's Report (Linda Wines)

Linda Wines requested that the Board consider changes to the wording for show prizes. The changes involve how much money is awarded in various categories, namely, Best of Show--Quilting; and the Harbor City Award. Honorable mentions will receive ribbons only, no monetary awards. The ribbon will include the name of the show and the year, but will not name the category in which the honorable mention quilts were submitted.

MOTION: Mary Brandt moved and Paula Gaboury seconded that we accept prize money as revised and recommended by the 2009 Show committee. The motion was unanimously approved.

There was discussion concerning the wording about the definition for the judged competition.

MOTION: Patty von Arx moved and Yvonne Curran seconded that we accept the revised Judged Quilt competition definitions. The motion was unanimously approved.

Linda Wines raised a question about appropriate recipients of complementary rooms paid for by the Minnesota Quilters show committee. The Board agreed that the Show Committee would pay for 9 comp rooms, as follows:

- Faculty Committee chair(s) 1 room
- Registration Committee chair(s) 1 room
- Quilter of the Year 1 room
- Minnesota Quilters BOD president 1 room
- Minnesota Quilters show chairs 2 private rooms or 1 shared suite
- MQ Business Manager 1 room
- Show Consultant 1 room
- Speckman Scholarship winner 1 room

There may be more complementary rooms issued if the hotel where the conference is held offers comp rooms. The following would receive those additional rooms:

- > The chair(s) of the Judged Quilt Committee would get 1 room for Sunday, Monday, and Tuesday nights. The remaining nights would be paid for by the room occupant(s).
- The volunteer committee chair(s) would receive 1 room.
- The treasurer of MQ would receive 1 room.

Each year at the annual retreat the Board of Directors chooses the Quilter of the Year. The criteria for selection was reviewed: The Quilter of the Year shall have lived and worked in Minnesota within the past five years, have a significant body of work, be known nationally, and be dedicated to the promotion of quilting. After a discussion in which ten names were proposed, Sharlene Jorgenson was chosen. **MOTION:** Sue Sandager moved and Mary Brandt seconded that Sharlene Jorgenson should be named as 2009 Quilter of the Year. Motion passed unanimously. **ACTION ITEM:** Mary

Brandt will contact Sharlene Jorgenson congratulating her on being selected and invite her to participate in the 2009 Show in Duluth.

Next the Board considered the theme and logo for the 2010 MQ show in St. Cloud. Many ideas were put forth. **MOTION:** Paula Gaboury moved and Char Wenger seconded that the 2010 MQ Show theme would be “Quiltin’ in the Quarry.” Motion passed unanimously.

Board members were asked to thinking about an appropriate logo for the 2010 show. The Board continued to have fun with the theme idea and suggested that the challenge theme might be: “Granite Rocks!”

Other Business

The Board noted the recent death of Helen Kelley, one of MQ’s founders, long-time member and supporter of the organization, and 1997 Quilter of the Year. Just this past summer, Helen Kelley was inducted into the national Quilters Hall of Fame. The Board decided that it would be appropriate to purchase a brick as a memorial to Helen Kelley at the Quilters Hall of Fame. A donation of \$100 would provide a paving stone that would be engraved with

“Helen Kelley
Charter Member
MN Quilters, Inc.”

ACTION ITEM: Linda Wines will take care of this.

With the increasing cost of venues, the need for a very large site, and the need for ample parking, the Board believes we should start searching for a suitable venue for future Twin Cities area annual shows. Sue Sandager will head a search committee to look into alternate sites in the Twin Cities area. She will ask others to help her identify and investigate suitable sites.

Linda Wines reported on Minnesota Quilt Project’s plans for the upcoming year. They plan to expand their documentation by targeting:

- Five by Ten presenters,
- Founding members of MQ,
- Winners at the Minnesota State Fair,
- Quilts at the Historical Society.
- They plan to have a presence at all Minnesota Quilters monthly meetings and will ask each Show and Tell presenter to register her quilt(s).
- They will put photos of Minnesota quilts on the MQ website.

There is money in the MQ budget for MQP programs, and MQP is responsible for proposing an annual budget. The upcoming budget proposal will include the money that the BOD approved for MQP participation in the national show in St. Paul in 2011. (See August 2008 minutes).

Because of changes in the federal rules regarding non-profits, Minnesota Quilters needs to consider a policy regarding whether (and how) members of the Board of Directors and Show Committee chairs might win prizes, including door prizes, at the annual show. Mary Brandt and Sue Sandager will do research on this by looking into what other organizations do. When they have information, they will write something up for the MQ newsletter. The 2008-9 Board of Directors will spend more time discussing this and reaching a conclusion during the upcoming year.

The 2008-9 Board of Directors will also spend time this coming year setting organizational goals and working toward them. One important task is to examine MQ’s mission statement and to answer the question: are we fulfilling our mission?

Board meetings will continue to be held on the third Tuesday of each month. However, the Board was asked to reschedule its October meeting to Monday, October 20th at 6 pm at the MQ office. Those present agreed to do so.

Linda Wines adjourned the meeting at 5 pm.

Respectfully submitted,
Katherine Simon Frank

17 October 2008

revised and resubmitted 3 November 2008