

MINNESOTA QUILTERS BOD MEETING MINUTES
Monday, October 20, 2008
Meeting held at MQ Office, Textile Center, Minneapolis, MN

Attending: Mary Brandt, Yvonne Curran, Kathie Simon Frank, Linda Lysdahl, Miki Peine, Sue Rutford, Sue Sandager, Char Wenger, Cindy Wilson, Linda Wines, Kathleen Winters. Others attending: Wynn Martin, marketing coordinator volunteer. Absent: Becky McPeek

Mary Brandt called the meeting to order at 6:30 pm.

Call to Order and Announcements (Mary Brandt)

Mary Brandt circulated the sheet for recording volunteer hours worked.

Mary Brandt received a letter regarding the central corridor light rail that is planned for construction in 2010-2014. Construction of the light rail will present a challenge to all businesses on University Avenue, including all organizations meeting in the Textile Center building. A light rail stop is planned for the corner beside Overflow (across the street from MQ). Consensus was that Minnesota Quilters should be in regular contact with the Textile Center so that we are updated as information is provided.

Cindy Wilson introduced Wynn Martin who is a member of Minnesota Quilters and who will now volunteer in the new position as Marketing Coordinator. She is well qualified to work with us in this capacity. Wynn talked about the Member Engagement Cycle. She stressed that whatever the organization does for its members should be relevant to members' interests. If the members like what they're getting from the organization, they want more of the same. People belong to organizations when they see a relationship to their interests. They will pay the price tag to participate in the organization's activities.

Therefore, it's crucial to be clear about both why the organization exists and what members want from the organization. This requires a clear statement of our mission, our vision, and our members' interests and concerns. Once we articulate our vision, we can align it with our members' interests, and communicate to them actions we are taking to address their concerns (re: parking, for example).

To align MQ's vision and member perceptions, the BOD needs to look at the broad base of "customers" we have—those in the Metro Area, and those in Greater Minnesota; also quilters who are non-members. How do we reach these audiences that are a little out of range? First, we got some information from the survey that we conducted of members and non-members at the Rochester show in June 2008. Second, we can place our vision before the membership and get their responses. Third, Wynn can help the BOD brainstorm some ideas. She recommends the Board might meet for an hour to 1½ hours outside a regular Board meeting. Wynn is trained in strategic planning and she could facilitate that meeting. **ACTION ITEM:** Wynn would like to look at the strategic planning document that was done by the Board several years ago. Someone will get that to her.

NOTE: The BOD agreed to a special meeting on Saturday afternoon, November 15th from 1 to 4 pm at the MQ office to begin strategic planning. All who can are asked to attend. Members from Greater Minnesota will be invited to attend. We will try to have representatives from the Rochester/Mankato area, St. Cloud, Brainerd, and Duluth. Items to consider include the group's demographics, particularly how to attract younger members to balance the predominance of older people, and how to attract people of color. We might also think about a "frequent volunteer program" and a "frequent show attendee program" as incentives for increased member participation.

Roll Call and Minutes (Kathie Simon Frank)

Kathie Simon Frank offered the September 2008 BOD retreat minutes for corrections and approval. Several people suggested minor corrections, which were made to the minutes.

MOTION: Sue Rutford moved and Kathleen Winters seconded that the September BOD minutes be approved as corrected. The motion passed unanimously.

MOTION: Kathie Simon Frank moved that the Fat Quarter Drawing become a Standing Committee. Sue Sandager seconded the motion. Chairs of Standing Committees are given a year's free MQ membership. One of the concerns that was raised was how many people do we want to give free memberships to? After extensive discussion, Kathie Simon Frank **MOVED TO TABLE** the motion and to bring the question to the Strategic Planning session in November. Sue Sandager seconded this motion, as well. The motion passed unanimously. The Board agreed to consider Standing Committees in general at that planning session.

2009 Show Report (Linda Wines)

To make more money at the show, the Board voted that each person on the Board would pay \$20 each toward the cost of the \$45 Banquet ticket at the 2009 show. Show sponsors will get a free banquet ticket. No money will be spent on favors, but donations for them will be sought instead. We need to be mindful of people's financial situations given the country's current economic crisis. Discussion followed about the possibility of providing a member banquet ticket price vs. non-member. No conclusion was reached.

ACTION ITEM: Linda Wines will send an e-mail to the show committee to announce this change in practice.

Kathleen Winters will check to see if DECC in Duluth will donate left-over meals to a local shelter if fewer people show up for the banquet than are ticketed.

The merchandise chairs want to produce a calendar and are seeking feedback. One thought was to have photos of Helen Kelley quilts on a calendar. The proceeds would go towards a Helen Kelley scholarship. Someone needs to do some research to see if this will be a money-maker.

Business Manager Report (Becky McPeck)

There was no report in the absence of Becky McPeck.

President's Report (Mary Brandt)

Sue Sandager is revising the employee handbook. When done, it will be sent to a Human Relations attorney, who charges \$210/hour, to review and she'll suggest changes. The question arose: do we need a sexual harassment policy? Perhaps this is addressed in the section about the supervisor/employee relationship. Miki Peine mentioned that her organization's 80 page employee handbook document took one to two hours to review. In contrast, ours is about 10 pages. It was recommended that our employee be paid hourly, rather than be on exempt status. This would allow for fair compensation to be paid for approved extra hours worked during the audit and the show.

Communications Directors' Report (Yvonne Curran and Cindy Wilson)

No report.

Education Director's Report (Sue Rutford)

Speakers are set up until July 2009 and arrangements are made for them. Sue encourages everyone to think of ideas for additional speakers. Please give them to her and she'll pursue them. She's especially looking for local speakers to help cut down on expenses.

The Fall Getaway went very well. Sharlene Wimpfheimer, Julie Laabs, Linda Taylor, and Susan Shoaff have volunteered to chair next year's Fall Getaway. They are considering which shop to invite as vendor. They hope to have the event again at the Forestry Center in Cloquet.

Past President's Report (Linda Wines)

Linda Wines has been talking with the Textile Center about the terms of the lease. We need to have the lease re-worked to state the term that the lease is in effect, what accommodations are made for classes, and addresses the conditions of the use of the library on Saturday mornings for MQP meetings. The present lease is good through 2011.

President Elect's Report (Char Wenger)

Char Wenger presented three grant requests that have come to MQ:

1) from Lakeland TV in Brainerd for \$2000. This would be used for a program on American Quilters creative quilting arts on Saturday mornings.

Motion: Char Wenger moved and Linda Wines seconded to award this grant. Motion carried unanimously.

2) from Public TV in Duluth for \$1800. This is to underwrite Saturday morning quilt programming for 52 weeks.

Motion: Char Wenger moved and Linda Wines seconded to award this grant. Motion carried unanimously.

3) From Lake Area Quilters in Alexandria for \$500. This money will help provide materials to make 4 quilts for Habitat for Humanity families getting houses in 2008 and 4 quilts for families getting Habitat for Humanity houses in 2009.

Motion: Char Wenger moved and Linda Wines seconded to award this grant. Motion carried unanimously.

2010 Show Report (Mary Brandt)

Mary Brandt announced that there are still no 2010 show chairs. She will make a plea at the November meetings for someone to step forward.

Show Coordinator Report (Linda Lysdahl)

Linda Lysdahl requested raising the credit card limit to \$3000 or \$5000 from the present \$1000. She has had to put expenses on her personal account. This request is made so she can make purchases and pay for them from MQ funds up front and not have to wait to be reimbursed.

Linda Lysdahl is happy to report that she is over budget on income. She has been hearing from show sponsors who have been signing up to pay sponsorship rates.

Budget Report (Miki Peine)

Discussion followed concerning raising prices for membership for classes at the show.

Proposed: ½ day classes: members would pay \$35, non-members \$45

1 day classes: members would pay \$65, non-members \$75

2 days classes: members would pay \$130, non members \$150.

It was proposed to leave the lecture fees alone.

The show committee is asked to submit its budget items to Miki Peine as soon as possible. The temporary budget will apply to MQ until January or February 2009 and then revisions will be considered and made.

The Finance Committee will have its next meeting on Monday November 10th.

The next MQ Board of Directors meeting will be Tuesday, November 18th at 6 pm for social time and 6:30 pm for the start of the business meeting.

Kathleen Winters moved to adjourn the meeting, seconded by Sue Rutford. Motion passed unanimously. Mary Brandt adjourned the meeting at 9:45 PM.

Respectfully submitted,
Kathie Simon Frank
15 November 2008
revised 18 November 2008