

MINNESOTA QUILTERS, INC.  
BOARD OF DIRECTORS MEETING MINUTES  
Wednesday, April 22, 2009  
Meeting held at MQ Office, Textile Center, Minneapolis, MN

**Board Members Attending:** Mary Brandt, Yvonne Curran, Kathie Simon Frank, Miki Peine, Sue Sandager, Char Wenger, Linda Wines, Kathleen Winters.

**Board Members Absent:** Sue Rutford and Cindy Wilson

**Staff Attending:** Linda Lysdahl

**Staff Absent:** Becky McPeck

**Others Attending:** Jan Walstrom (2010 Show Chair)

Mary Brandt called the meeting to order at 6:25 pm.

**Call to Order and Announcements** (Mary Brandt)

Mary Brandt circulated the sheet for recording volunteer hours worked.

**Roll Call and Minutes** (Charlotte Wenger)

Char Wenger offered the March 2009 minutes for corrections and approval.

**MOTION:** Char Wenger moved and Mary Brandt seconded that the March BOD minutes be approved as submitted. The motion passed unanimously.

**Treasurer/Finance Report** (Miki Peine)

Miki Peine presented the Financial Committee report.

The bottom line of the balance sheet is up almost \$10,000 from last month, due to income from sponsorships, vendor booth income, and raffle ticket sales. However, overall, this is less than this time last year. For the 2009 show, class registrations, the Fat Quarter stroll, and advertising are all down somewhat. The 2009 Show Committee has canceled 8 classes.

Miki Peine asked Linda Wines to speak to a situation regarding canceling another two classes with very low registrations. The teacher has volunteered to teach the classes with no fee, but according to the strict terms of her contract, MQ would still be responsible for paying her per diem, hotel and transportation. Miki Peine recommended that the 2009 Show Committee cancel these two under-enrolled classes (2 people registered in one, 4 in the other). This would be compatible with the cancellation of the other 8 classes for lack of enrollment.

**Action item:** Linda Wines will consult with an attorney about the faculty contract wording. The question is: is MQ obligated to pay per diem, hotel, and transportation for a faculty member all of whose courses are cancelled more than 30 days, but less than 90 days, before the class is to be taught? Once the attorney has been consulted, the faculty contract should be revised before being issued to 2010 faculty. The new contract would state that if a teacher's classes are all canceled, MQ is not obligated to pay per diem, hotel, or transportation for that teacher.

Miki Peine returned to her financial report.

**MOTION:** Mary Brandt moved to accept the proposed Show budget shown in the March income statement. Char Wenger seconded the motion. Motion passed unanimously.

Offered for information, Miki Peine told the Board that \$75000 was transferred to a CD at MQ's account at usbank.

Miki Peine reported on her experience at the International Quilt Festival in Chicago, IL earlier this month. Vendors at the show had heard about the Minnesota Quilters annual show and conference, but none of the attendees she spoke to had heard about it. It is important, she said, for the MQ show

and conference to establish a single identity. It should have the same logo each year and no dominating theme. That way people may view the Minnesota show as an identifiable ongoing event. The conclusion is that branding is crucial to promoting our show, our program, and our organization.

### **Business Manager Report (Becky McPeek)**

Sue Sandager read Becky McPeek's report.

Becky is unable to attend Board meetings because she is working an evening job.

A caller to the MQ office from the Minnesota Marina Art Museum would like to co-host an exhibit with MQ. This message will be forwarded to Cindy Wilson to handle.

Raffle ticket sales are proceeding. Becky McPeek reminded the BOD that state law requires all ticket stubs to be accounted for and all unsold tickets returned by the time of the drawing. Linda Wines reminded the BOD that last September they all agreed to help with the calling (if it becomes necessary) to all holders of raffle tickets who have not returned them. Linda Wines didn't think the Board should worry about this, but she will keep track of the time and let the BOD know when their assistance is needed.

Registrations for the 2009 show are down slightly from those in 2008.

Becky McPeek recommends trying to increase the number of people who receive their newsletters by e-mail. Several Board members said they wanted to continue to get their newsletter via U.S. Postal Service. They said incentives to get them to subscribe to the newsletter by e-mail would not entice them to choose an e-mail newsletter.

Now that MQ has established business members who offer discounts and benefits to MQ members, Becky McPeek wonders who is going to make contact with these businesses and encourage them to keep on communicating with MQ members.

A staff development workshop, conducted by the IRS for 501(c)(3) organizations, is coming up April 29<sup>th</sup>. Yvonne Curran, president elect in 2009-10, would be the natural person to attend, but she is not free on this date. Becky McPeek will be asked to inform Yvonne the next time this workshop is offered. Meanwhile, Becky McPeek will attend the session next week.

### **Show Coordinator Report (Linda Lysdahl)**

Linda Lysdahl distributed information about Rochester hotels for the 2012 show. She said that the Kahler Hotels (Kahler Hotel, Kahler Inn and Suites, and Rochester Marriott Hotel) would like MQ to choose its facilities exclusively for the 2012 show. They would like 760 individuals to reserve rooms in their hotels. Linda Lysdahl reported on Kahler Hotel's offer and the comparable information from the Radisson. The Board agreed that we would house the faculty at the Radisson, which is closer to the show venue, unless the Kahler can provide a shuttle for transporting teachers to the convention center. The Board agreed we cannot dictate where people coming to the show will stay. We will continue to list, as we always have, the variety of hotels, inns, and motels in the Rochester area so attendees may choose where to stay. Linda Lysdahl will continue to explore conference rates at the Rochester hotels/motels/inns.

### **2009 Show Report (Linda Wines)**

So far there are over 600 registrants.

For the banquet, 279 people have signed up.

The enrollments in most events and classes have grown since last month.

Just over 200 quilts were submitted for judging, and most of those came in at the last minute just before the deadline.

Linda Wines will ask the Special Exhibits committee to include a group of Board Game quilts that need to be displayed on the floor of one large classroom on the ground floor at the DECC. This special exhibit would be in addition to the others currently planned.

We have a full house of vendors. If any of these cancel, we have a waiting list to choose from to fill the space.

We will hire 24-hour guard service to protect the quilts and vendor booths during the show.

### **2010 Show Report** (Jan Walstrom)

April 4<sup>th</sup> was the 2010 Show Committee's first meeting. The committee was asked to comment on what considerations they valued the most—things like priority registration, free show entry, free classes, merchandise at cost, and so on. After a poll via e-mail, they indicated their preferences. Many noted that priority registration would cost MQ nothing, but would mean a lot. Many also hoped that they could continue to get one year's membership as a consideration for having volunteered on the show committee. Others wanted the show registration waived.

A few people are still needed on some committees. Jan Walstrom and Jill Schultz are working to get all positions filled.

The raffle quilt artist, Pam Dinndorf, is finished making the raffle quilt and it's being quilted now. She is looking for a photographer. Sue Sandager and Kathie Simon Frank said they would talk to photographers they know and would get in touch with Linda Lysdahl.

Jan Walstrom said she and Jill Schultz are working on the 2010 show budget.

Kathleen Winters reported that only half the challenge fabric that she ordered was provided, but we were only charged for what arrived. After discussion, it was agreed that another order for the remaining half of the fabric should be placed so that we can offer 240 challenge packets, approximately the number that have been sold in the past.

A question was raised about who is eligible to win the prize for most raffle tickets sold. The contenders now include two people who are co-chairs of the raffle quilt committee and the designer and maker of the raffle quilt. After discussion it was decided that the co-chairs are eligible to win the prize, but only tickets they sell independent of meetings and MQ-related events will count. That is, tickets sold at the MQ raffle ticket table will not count in their totals.

### **President's Report** (Mary Brandt)

Mary Brandt spoke about the importance of branding MQ and the annual show and conference with a consistent logo. We suspect that people don't recognize the Minnesota Quilters show and conference because each year there is a new logo and name driven by that year's theme. Beginning with the 2011 show, we will use the new MQ logo that the Board decided should be developed. In addition, the show's official name should be Minnesota Quilters Annual Show and Conference.

The Finance Committee and the Strategic Planning Committee have given some thought to how much time is given to membership concerns. Even though the previous recommendation was to pare down the size of the BOD, now there is some interest in adding a director who would be responsible for all facets of MQ membership. Mary Brandt asked the Board whether another director might be added to the Board given that the responsibility for the membership chair(s) has grown and is seen as growing in importance. It's responsibilities include much more than sitting and checking membership cards at two meetings each month. Discussion followed. The question will be discussed again at the next Strategic Planning meeting on Saturday, May 2<sup>nd</sup>, 10 am to 12 noon.

### **Operations Director** (Sue Sandager)

Sue Sandager had nothing new to report.

### **Communications Directors' Report** (Yvonne Curran)

Yvonne Curran read a letter from Gail Kieper regarding MQ's demonstrations annually at the State Fair. Gail would like a budget that would pay for items like postage for mailing tickets to MQ demonstrators. Miki Peine said this can be added if Gail Kieper makes a proposal. Gail would like the

Board to make participation in the State Fair more visible to its members. The Board discussed giving members a booklet that would describe opportunities available for members, including the chance to demonstrate at the State Fair. Gail would like State Fair MQ demonstrators to get some kind of gift as a thank you for their efforts. The Board believes that the free ticket to the fair that each volunteer gets is sufficient. Gail would like more decoration in the MQ booth when demonstrators are there. The Board suggested that Gail ask demonstrators to bring props (quilts and other quilted objects) to brighten the booth and make it more interesting. For security, these props will only be in the booth when demonstrators are present. The MQ State Fair Committee may decide what programs to offer and what information to share on the Creative Activities Building stage. MQ provides membership forms and copies of recent newsletters for distribution at the State Fair. Yvonne Curran will inform Gail Kieper of the newsletter deadlines so that she can solicit State Fair demonstrators through articles she writes for the newsletter.

The BOD suggested developing a New Welcome Guide that could also be available at the State Fair. This will be brought up at the next Strategic Planning session in May.

Yvonne Curran reported that the online MemberClicks Community Bulletin Board continues to get use with people submitting messages to post there.

#### **Education Director's Report** (Sue Rutford, absent)

No report.

#### **President Elect's Report** (Char Wenger)

Char Wenger reported that she received a report from the Community Quilters of Andover who received a grant from MQ in the past. She passed the report around for the BOD to read.

The Arts Alliance of Elk River is having a show to promote fiber as art, July 9 to August 29, 2009. They applied for a grant for the speaker fee for Ann Zemke who will give a talk on the Orphan Train Quilts, and to pay for advertising for the event. **Motion:** Char Wenger moved and Linda Wines seconded to give \$300 to The Arts Alliance of Elk River for the speaker fee and advertising. The motion passed unanimously.

Pioneer Public Television of Appleton, Minnesota applied for a renewal of the annual grant to air Sewing with Nancy, and Fons and Porter. **Motion:** Char Wenger moved and Miki Peine seconded to grant \$2000 to Pioneer Public Television of Appleton, Minnesota to air quilt shows. The motion passed unanimously.

Char Wenger told the BOD that an anonymous donor offered to pay the registration fees for the 2009 annual show for all the non-winners of the 2009 Charter Member Scholarship. So far five of the non-winners are taking advantage of this donation by registering for the 2009 show. Other non-winners will get this, as well, if they go to the show. This is not a general practice, but is happening this year because of the thoughtfulness of the private donor.

Mary Brandt asked whether the Charter Member Scholarship winner received a one-year MQ membership. She was told that none had in the past. She asked why not? After discussion, Char Wenger made a **motion:** to add to the Charter Member Scholarship benefits a one year MQ membership. Yvonne Curren seconded the motion. The motion passed unanimously.

Mary Brandt, President, adjourned the meeting at 9:05 pm.

Respectfully submitted,

Kathie Simon Frank

Secretary

Corrected and approved minutes: 5/19/09

The next MQ Board of Directors meeting will be Tuesday May 19 at 6 pm for socializing and at 6:30 pm for the start of the business meeting.

Correction submitted by e-mail and presented to Board at 5/19/09 Board meeting:

“[5/16/09

Hi Kathie! I missed the last Board meeting so don't know enough to review most of the minutes (though I did read it).

However, I do have one requested change in the Communications section.

The last sentence makes it sound as if the Message Boards are a newly released thing. It's been about six months that I've been coaxing them into use, so I'd like it reworded so the minutes don't make it sound like that's a brand new thing. Can it say something like: "Yvonne Curran reports that the online MemberClicks Community Bulletin Boards continue to get use". or something like that?

THANKS!!

Cindy Wilson, Communications Co-chair]”