

MINNESOTA QUILTERS, INC.  
BOARD OF DIRECTORS MEETING MINUTES  
Tuesday, May 19, 2009  
Meeting held at MQ Office, Textile Center, Minneapolis, MN

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

**Board Members Absent:** Yvonne Curran, Kathleen Winters

**Staff Attending:** Linda Lysdahl

**Staff Absent:** Becky McPeek

**Others Attending:** Wynne Martin, Jill Schultz and Jan Walstrom (2010 Show Chairs), Carolyn Silflow (MQP Co-chair)

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

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

She circulated the sheet for recording volunteer hours worked and a sheet for Board members to sign up for Board of Directors table at the Duluth show in June.

**Roll Call and Minutes (Kathie Simon Frank)**

Kathie Simon Frank offered the April 2009 minutes for corrections and approval. One correction was received via e-mail from Cindy Wilson for Communications Directors' report. She requested that the last paragraph be reworded for accuracy to say: "Yvonne Curran reported that the online MemberClicks Community Bulletin Board continues to get use with people submitting messages to post there." The correction was made.

**MOTION:** Char Wenger moved to accept the corrected minutes. Sue Sandager seconded the motion. Motion carried unanimously.

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

Miki Peine presented the Financial Committee report.

The balance sheet shows assets up \$9,000 from last month. \$75,000 was moved from the CD at usBank to the MQ account to pay for show bills due in July.

728 people are registered for the 2009 show as of this date.

Jill Schultz said she and Jan are concerned about mounting expenses and wanted to hear from the Board regarding hiring a different printer to save money. Cindy Wilson said that she thought the decision for which printer to use is up to the show chairs. The rest of the Board concurred.

Miki returned to her report. She and Becky McPeek are doing a cash flow projection. The Morgan Stanley account is a reserve containing enough money to operate MQ for one year in case of severe financial need.

MemberClicks costs MQ \$4000 per year. MQ is looking at options for a continuing suitable system that would meet our increasing organizations needs for both membership and the annual shows.

**Report of the Strategic Plan (Wynn Martin)**

Wynn Martin e-mailed the report of the Strategic Plan Committee to all Board Members on May 2<sup>nd</sup>. All are asked to read it if they haven't already. To reassure the Board, this document, she said, is "a living breathing document for everyone." It is not cast in stone. It is always open for change at the desire and need of the organization.

It was suggested that we have an article in an upcoming newsletter regarding the feedback from members and outcome of the members' survey that was conducted at the annual show in Rochester in 2008. We should indicate that this was the start of the current strategic planning and is what motivated it.

In the report, Action Items are prioritized for those we want to accomplish in 3-6 months; 6 –12 months; and one year and longer. These time-intervals can be refined and changed if needs shift.

The issues determined to be most important include: > improving the annual show; > reinforcing the concept that the Minnesota Quilters is a national organization; > creating a new website that reflects this image and goal. What, asked Wynn Martin, is required to help make this project move forward?

The Strategic Planning report includes key findings, a vision of MQ, and a call for volunteers.

**Action Item:** It was suggested that a copy of the Strategic Plan be available at the MQ Board table at the show. The Board would like to get members of MQ involved in the process. Discussion followed about having a sign-up sheet at the table where individuals could sign up to volunteer for various projects or tasks. There should be a similar place to sign up on the website. It would be helpful to have a notebook containing one page for each “project” or “opportunity” for volunteers so people can read what is needed and what would be required of them if they were to sign up.

### **Business Manager Report (Becky McPeek, absent from meeting)**

Becky was unable to attend Board meetings because she is working an evening job. During her report later in the meeting, Sue Sandager, Operations Committee Co-chair read Becky McPeek’s report. It is being included here to clarify that this report was from the Business Manager and not from the Operations Director.

Becky McPeek reported that to date 400 MQ members have sold their 2009 raffle tickets and returned the money and stubs, 94 returned the tickets unsold, and 396 people are still holding tickets. State law requires all tickets to be accounted for before the drawing. Everyone who was given tickets must be called to be sure all sold tickets are turned in before the drawing in Duluth. The Board had agreed to make these calls.

Becky McPeek is sending out new member packets with enclosures in addition to the welcome letter.

She attended a staff development workshop on April 29, a Larsen Allen conference luncheon.

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

Linda Lysdahl presented the completed version of a contract to be used with 2010 vendors.

Vendor booths will be the same as at the 2009 show. The question was asked: how does MQ’s vendor fee compare to other shows? Miki Peine recommended that we research this question.

Linda Lysdahl got a good response from vendors that she sent packets to.

**MOTION:** Linda Wines moved to approve the contract with a revised outreach section. Sue Rutford seconded the motion. The motion passed.

Questions arose regarding faculty contracts for the 2011 show. Should there be a cap on salaries? Generally the Board felt there should not be. It is important to be able to negotiate with teachers whose fee is more than we can pay. We want some room to move on salaries in order to stay competitive. Teachers often ask us if they can teach at our show because they like our operation.

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

Linda Wines sent a report to all Board members via e-mail prior to the meeting. Some hadn’t seen the report.

**MOTION:** Linda Wines moved and Sue Rutford seconded: Judges for the judged quilt division should be qualified or certified. Discussion followed. It was generally agreed that judges’ qualifications and certification could be established by asking each potential judge to submit a resume showing where and how many shows they’ve judged. We would require that a judge eligible to judge at an MQ show would have to have judged at a minimum of 5 major shows. We would ask our judges to sign a conflict of interest statement.

Motion passed unanimously.

**MOTION:** Linda Wines moved and Kathie Simon Frank seconded: Show chairs each year can designate who will award the Challenge ribbons and Challenge prize money. Motion passed unanimously.

Linda Wines asked for approval to sell remaining 2008 pink show bags at the 2009 show for \$10. The Board agreed that this would be a good way to raise money from this otherwise unused, but desirable, merchandise.

Linda Wines announced that Viola Rae Kassing will be the “official” show photographer, taking photographs of all quilts in the show, all events, and people at the show. Linda Wines asked whether the Board would like the 2009 show to produce a CD of these photographs. It could be pre-sold at the show and created, produced, and mailed to purchasers after the show. Discussion followed. There was concern about the amount of time available for this ambitious project that has not been done before, about the qualifications of the photographer and her experience in producing this product, and other concerns. Generally, it was considered wise to think about this. It may be a good idea for future shows, but there should be serious attention paid to making a really good CD that would accurately reflect the high quality of our annual shows.

**Action Item:** Linda Wines will make sure that ballots are in Duluth for the Annual Meeting election of next year’s Board members. She sought four Board members who would be present at the Annual Meeting and who could check members into the meeting. Char Wenger, Sue Sandager, Miki Peine, and Kathie Simon Frank will serve that function.

**Action Item:** Miki Peine will ask Becky McPeck to print out two copies of the membership list so that people can be checked in quickly.

Linda Wines reported that show book advertisements are up \$300 over last year.

## **2010 Show Report (Jill Schultz and Jan Walstrom)**

Cards that announce the 2010 show and have a picture of the 2010 raffle quilt are done and ready for distribution. Piles of the cards will be available in Duluth and will be given out: with raffle tickets, at MQ meetings, and for people and shops to distribute widely. Raffle ticket bids are coming in.

The Co-Chairs of the 2010 show are considering limiting the number of judged quilts so that they don’t exceed the capacity of the judges to do their jobs well and in a reasonable amount of time. Jill Schultz and Jan Walstrom were reassured that the number of judged quilts submitted had stayed relatively steady over the past several shows—at just over 200 quilts.

They reported that we will be able to accommodate more vendors in St. Cloud than previously. We will be adding space in the Radisson Hotel ballroom for meeting space for the Meet the Teachers event and all lectures. They wonder if, with this added space, we might want to exhibit more quilts? Add more vendors? No final conclusion was reached. Judged quilts will go in the ballroom at the Kelly Inn.

Discussion followed regarding 2010 prices for classes. Should we raise our price? Should we charge members one tuition and non-members somewhat more? It was suggested that whenever anyone goes to a national quilt show, they should bring home the show book. We need to research other shows to see what they charge. Then we’ll be in a better position to make a decision.

Shippers will come to the MQ office on Thursday May 28<sup>th</sup> at 1 pm. This operation needs to be coordinated so that the items in the storage shed and the items stored at the Textile Center all get onto the truck(s). They reported that we will be able to accommodate more vendors in St. Cloud than previously.

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

Mary Brandt raised the question of what “considerations” might be given to committee chairs, Show Committee members, and Board members. Jill Schultz and Jan Walstrom have asked their 2010 Show Committee members to respond to that question, and they still need to compile the responses. The Board needs to decide on this before the 2010 show planning goes too much further. People are anxious for this question to be resolved.

Jill Schultz and Jan Walstrom said that they had already e-mailed the Show Committee the list of St. Cloud hotels with their 2010 show rates. This is a “consideration,” but it costs MQ nothing. We need to find other such free “considerations” for the Committee. The list of St. Cloud hotels and their show rates will be available to the public at the show in Duluth.

Mary Brandt checked the Annual Meeting agenda with the Board. The business meeting needs to be brief so there is time for the speaker. Mary Brandt will preside. She will introduce the Board of Directors, and the proposed offices on the slate. At check-in each member attending the Annual Meeting will receive a copy of the candidates’ biographies. Mary will entertain nominations from the floor. All present will be asked to fill out their ballots and hand them in.

There will be a brief overview of the strategic planning process and document that is in progress. This will be followed by a short Question and Answer period.

The Annual Meeting speaker is Suzie Webster, an AQS New Designer Award winner. Her topic is “From Conception to Ribbon.” After her talk, there will be a drawing for a sewing machine and other door prizes.

Mary Brandt said that at Market she had seen a very good quilt hanging system that we might consider for future shows. It would considerably simplify the process.

Mary Brandt raised the question about whether committee members were eligible for the volunteer drawing? The answer was that Show Committee members could be in the drawing, but not Board members.

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

Sue Sandager announced that on Thursday, May 21 at 10 am, Lori Allison would appear on Channel 11 with the 2009 raffle quilt she designed and made for the Duluth MQ show.

Sue Sandager then read Becky McPeek’s (Office Manager) report (see report above).

A certificate of insurance is required for the annual show. Sue Sandager gave this to Linda Wines, 2009 Show Chair. Sue Sandager will check further on the liability requirements for the DECC in Duluth. The certificate of insurance will be given to Becky McPeek to file in the office.

Sue Sandager has noticed that the fifth quilt frame that MQ owns is missing. She asked if anyone knew anything about its whereabouts. It was recommended that she e-mail Minnesota Quilt Project (MQP) to see if someone on that committee might have borrowed it.

Sue Sandager introduced Carolyn Silflow (co-chair with Patricia Cox of MQP) who was visiting the Board meeting as a liaison between the Board of MQ and MQP.

### **Communications Directors’ Report (Cindy Wilson)**

Cindy Wilson showed the Board a membership booklet from her church that she thought might serve as a model for what MQ could give to its members.

Cindy Wilson and Linda Lysdahl will work on new logo options for MQ along with options for a new website “look” and “navigation” structure (these are related). Both are very large jobs that might be done by volunteers. Linda Lysdahl stepped forward to participate in this project. Cindy Wilson had investigated someone’s earlier suggestion that we look into an MCAD intern to help with the work. Her investigation found that a true internship is a “juried” process and would not begin until MCAD’s Fall classes begin. Furthermore, we wouldn’t be guaranteed to be selected, and we would, in effect, become part of the student’s coursework and we would need to be involved in managing and reporting back about the student. Or MCAD offers a “hire an artist” option, but our goal is to do this with volunteers. So, Cindy Wilson suggested that we not continue to investigate the MCAD idea. We might also be fortunate to find a highly qualified person if we tap our own membership’s talent.

Discussion followed about how to proceed on these projects. Should there be a contest open to MQ members? Or a committee to offer ideas after which we would open the competition to others with a deadline for submissions. This was tabled to a future meeting.

**Action Item:** Cindy Wilson will come up with a time-line. She'll work with Linda Lysdahl on the proposed new MQ logo and Brand Identity. Wynn Martin said she would also like to serve on this committee as she has relevant experience and much interest. Their goal would be to begin on this project in mid-summer 2009.

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

Sue Rutford asked whether anyone had suggestions for names of people who might be interested in serving as Day and/or Evening Membership Committee Chair(s) Elect.

**Action Item:** Sue Rutford was asked to contact Marilyn Orlich, Volunteer Coordinator, to see if she knows of someone or can get the word out about the availability of the positions.

Sue Rutford is coordinating a School House meeting for September. At this meeting 5 to 6 people would demonstrate a technique and the audience would move from station to station to see each demonstration. She wondered if she might include Wynn Martin as a "demonstrator" who would offer information on and a discussion of Strategic Planning. Wynn Martin is interested in exploring this possibility.

### **Past-President's Report (Linda Wines)**

Linda Wines had no report.

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

Char Wenger reported that she had no grants to consider.

She announced that meetings were taking place in a number of Twin Cities locations in the upcoming weeks concerning the light rail planning underway for University Avenue from St. Paul downtown to Minneapolis. The building of the light rail will affect parking along University Avenue for the duration of the project. Minnesota Quilters needs to keep abreast of this because of the impact the construction will have on coming to and being at the Textile Center.

### **Other Business**

Carolyn Silflow from MQP talked about how MQP has documented over 400 quilts in the past year. This information is uploaded onto the Quilt Index, now open for viewing on the internet. Google Quilt Index.org. There is a link there to Minnesota Quilters.

Cindy Wilson mentioned that Penumbra Theater, which coordinates an annual community quilt-making project, is in dire need of funds to continue the program. They collaborate with the Textile Center. Penumbra asked if we would include a request for funds in the MQ newsletter. The BOD agreed that we could not promote fundraising for outside groups, but that they were welcome to apply for an MQ education grant. Cindy Wilson understands they will apply for one.

Discussion followed about the size of the 2010 registration booklet—should it be scaled back so that it is much less costly? This will be considered. Linda Wines will talk with the 2010 show chairs, Jill Schultz and Jan Walstrom, and they will look at registration booklets from other national shows.

Mary Brandt adjourned the meeting at 9:35 pm.

The next Board meeting will be at the MQ office on Tuesday, June 16, 2009 at 6 pm for social time and 6:30 pm for the meeting.

Respectfully submitted,  
Kathie Simon Frank  
Secretary

Revised July 18, 2009.