

MINNESOTA QUILTERS, INC.  
BOARD OF DIRECTORS MEETING MINUTES  
Tuesday, August 18, 2009  
Meeting held at MQ Office, Textile Center, Minneapolis, MN

**Board Members Attending:** Mary Brandt, Yvonne Curran, Kathie Simon Frank, Linda Lysdahl, Miki Peine, Sue Rutford, Sue Sandager, Cindy Wilson, Linda Wines, Kathleen Winters

**Board Members Absent:** Char Wenger

**Staff Absent:** Becky McPeek

**Others Attending:** Wynn Martin (Strategic planning consultant); Jill Schultz (2010 Show Co-chair); Jan Walstrom (2010 Show Co-chair)

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

Mary Brandt called the meeting to order at 6:25 pm and circulated the sheet for recording Board members' volunteer hours.

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

Kathie Simon Frank offered the July 2009 minutes for approval. Several revisions were made. Revised minutes will be sent to the Board and submitted to the MQ office for filing.

**MOTION:** Kathleen Winters moved and Cindy Wilson seconded to accept the revised July 2009 minutes. Motion carried unanimously.

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

Miki Peine distributed the minutes from the July 23, 2009 Finance Committee meeting. She reviewed the highlights of the meeting.

The DECC bill from the 2009 show was larger than expected because, although MQ is a 501 (c) (3) organization, it is not tax exempt, so taxes of about \$5000 were added to the bill. Discussion followed about the wisdom of consulting a lawyer to file the papers to register MQ as a tax exempt educational organization. It was generally agreed that MQ should qualify as a tax exempt organization and that the legal expense of drawing up and filing those papers would pay off in short order.

Added to the DECC bill was an additional \$4000 which they said was for DECC to purchase new drapes to accommodate MQ's need. The contract with DECC for pipe and drape was \$7850. Instead the bill is for \$11,850. After discussion, Linda Wines agreed to revise her check request to pay only for the contracted amount. She will write a letter contesting the additional \$4000, claiming that MQ should not be responsible for DECC's capital expense to supply drapes for the MQ show.

Linda Wines, wearing her 2009 show-chair hat, reported that net ticket sales for the show was \$52,614, slightly over the ticket income she had budgeted.

**MOTION:** Miki Peine moved and Sue Sandager seconded that the Board accept the recommendation from the Finance Committee to purchase a new Mac Laptop for Linda Lysdahl, show coordinator, and a new Mac mini computer for Becky McPeek, Business Manager. During the discussion, the Board learned that an anonymous person contributed money to provide a costly software package that will be helpful to Linda Lysdahl in her work with MQ. The vote was called and the motion passed unanimously.

**MOTION:** Miki Peine moved and Kathleen Winters seconded that MQ would reward show committee and board members with the following rewards: a) priority registration; and b) a banquet ticket at a reduced cost. This would become effective October 1, 2010. The motion passed unanimously.

**MOTION:** Miki Peine, on behalf of Char Wenger, moved and Linda Wines seconded that MQ continue with a full audit. Motion passed unanimously. This year's audit will be with the same company we've been working with for the past several years. In August 2010, we will put out a call for bids and investigate other auditors, seeking one that will do the best job and be less expensive than the current one.

The search for an alternative to MemberClicks continues. Miki Peine and Karen Kopitzke used CVENT to create a hypothetical event and that process worked well. It is generally believed that MQ has no written contract with MemberClicks and that we can drop their service at any time. Miki Peine will call MemberClicks to make sure this is the case. Then MQ will proceed with negotiations with CVENT. The hope is that we will be able to use the new system for registration for the Holiday Party in December 2009.

Miki Peine presented a pie chart she had made showing that just over 50% of the winning quilts in the 2009 show were made by people from Minnesota. Over 80% of the winners of the five sewing machines at the show were Minnesota people. It is unclear what percentage of the winners are members of MQ. This information will be shared with MQ members who expressed concern that most of the prize money may be going to out-of-state quilters. Another way to honor residents of Minnesota who are awarded prizes for their quilts in MQ's shows is this: invite them to our January MQ meeting where the next year's show is previewed. Give them space at this meeting to display their prize-winning quilts.

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

Discussion followed about faculty salaries for the show, whether they were within competitive ranges for similar shows, and how they vary from person to person. Linda Lysdahl said that she had circulated the faculty contracts via e-mail to Board members, she received suggestions for revisions, and she had made those changes.

**MOTION:** Linda Wines moved and Kathie Simon Frank seconded that the board approve the faculty contract as presented. The motion passed unanimously.

**MOTION:** Linda Wines moved and Kathie Simon Frank seconded that the board approve the judges' contract as presented. The motion passed unanimously.

**MOTION:** Linda Wines moved and Kathie Simon Frank seconded that the board approve the vendors' contract as presented. The motion passed unanimously.

**MOTION:** Linda Wines moved and Kathie Simon Frank seconded that the board approve the sponsor/vendors' contract as presented. The motion passed unanimously.

Linda Lysdahl will send the newly revised contracts now to faculty, judges, vendors, and sponsor/vendors for the 2010 show.

It would be useful to find out how much vendor fees are at comparable quilt shows.

After discussion, the Board approved show dates for the next two Duluth shows at DECC: June 12 to 15, 2013 and June 21-24, 2017. Linda Lysdahl will confirm these dates with DECC to get on their calendar.

Linda Wines announced that she had reviewed all the surveys that were completed by vendors and sponsors/vendors after the 2009 show. The survey uses SurveyMonkey on the internet.

Based on survey answers, in general vendors were content with the show. However, they do not like to be open during the Sneak Preview on the Wednesday night of the conference. They also do not like the late evening opening on Thursday.

Linda Wines recommended that the hours for vendors be Wednesday evening 7 pm to 9 pm; Thursday and Friday 9 am to 5 pm; and Saturday 9 am to 4 pm. The earlier closing time on Saturday might make it possible for quilters to pick up their quilts a bit earlier after the show closes. The Board **agreed by consensus** with Linda Wines' recommendation. Linda Lysdahl will amend the vendor and sponsor/vendor contracts to reflect this change. The practice of having vendors and sponsors open on Wednesday evening during the Sneak Peak will continue.

Linda Wines recommends adding a Take-Down Committee to the Show Committee. She thinks this will expedite the return of quilts to those wanting to pick up them up right after the show closes. In addition, the earlier closing time on Saturday should help. For safe return of quilts, a single entry point would help eliminate the problem of people entering the closed show, taking down their own quilt, and leaving without checking out with the organizers.

Show chairs will make sure that everyone (vendors, sponsor/vendors, tour organizers, the whole show committee, etc.) knows about these changes so they can plan accordingly.

Linda Lysdahl will investigate the possibility of changing vendor and sponsor/vendor spaces to 10'x10' instead of the current 10'x8'. The larger space is standard for other large quilt show venues. Most of MQ's show venues should be able to accommodate the larger spaces, except St. Cloud where there might not be room for the larger booths.

Discussion followed about whether to continue to conduct vendor and sponsor/vendor surveys. It was pointed out that if we do a survey, we are committed to review the results. The Board agreed that they are committed to doing the survey within ten days (or less) of the close of the show. **ACTION ITEM:** At a future Board meeting, the Board will revisit the questions of 1) who will facilitate the data collection and 2) who will be responsible for the review of the data once it's collected. Some suggestions of those who might handle the surveys include: Show Chairs; Vendor Chairs; Show Secretary; MQ Board Chair; Board Secretary; or President-Elect.

It has become clear that if we want to have someone officially take photographs of the annual show, we need to have a contract with them. Photographers would need to get a release for photographs of children, but

photographs of the quilts and those photographs taken of individuals in a public setting do not need releases. The question of having an official photographer and the associated contract was left open.

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

The 2010 Show turnover meeting took place in August. Plans are underway to reduce the size of the registration book and the show book. The goal is to make booklet income from advertisement be equal to the cost of producing the books.

Parking issues in St. Cloud during the show are being considered and solutions sought.

The 2010 Show Committee had one thousand post-card size cards printed showing the 2010 raffle quilt and advertising the details of the 2010 show. A selection of shops participating in the summer shop hop were provided with these cards. Plans are underway to get an advertisement about the St. Cloud show in the tourism booklet: [Explore Minnesota](#).

Jill and Jan are trying to make contact with St. Cloud Boy Scout and Girl Scout groups, church groups, and other groups that work with youth to find workers who can help vendors set up and take down their booths.

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

Linda Wines reminded Board members to finish making calls from their lists of MQ members whose 2009 raffle tickets were not returned before the June show. Linda thanked those who already completed their calls and turned in their results to her. When she gets all the information, she will do the final accounting that is required by the State when raffles are conducted.

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

Mary Brandt asked who is responsible for loading and unloading the truck we hire from Craters and Freighters at the beginning and end of the show. Discussion followed. Consensus was that each year's Show Chairs are ultimately responsible for this job being done. They can decide who else will work with them.

Mary Brandt and Char Wenger have been working on updating the Board manuals for each Board position. Cindy Wilson has been reworking the Board page on the MQ website and wondered if it would be appropriate to put the manuals on the web-site with easy access for Board members. This would remove the need for each individual to have a notebook for reference. It was agreed that each Board member is responsible for keeping the Board Manual for their position up to date.

**ACTION ITEM:** Every Board member was asked to send Char Wenger revisions to their job descriptions on a .pdf searchable document as soon as possible. The edits will be done administratively. What is contained in the Board Manual needs to be approved at a future Board meeting. It was suggested that basic knowledge of Microsoft Word and Excel be required of every Board member. Each person needs to be able to use and understand these computer tools.

**ACTION TAKEN:** By consensus, the Board agreed that all Board Manuals will be put on the MQ web-site. Only the Board will have access to this information via a .url known only to them. At this web location, Board members can access Board minutes, job descriptions, financial reports, policies and procedures, By-Laws, and other items as needed.

### **Communications Directors' Report** (Cindy Wilson and Yvonne Curran)

Communications Directors will start a monthly column in the MQ newsletter, "Answering Your Questions." They see this as a forum for MQ members to submit questions to the Board.

Wynn Martin, volunteer marketing coordinator, presented an exercise for the Board. She reported that the Logo Committee has met a couple of times and developed some ideas for a new MQ logo that will help establish MQ's "Brand." As part of the new Brand, "Minnesota Quilters Annual Show and Conference" will be the official title for the annual show. There will be one logo representing MQ and the show to emphasize the connection between the two and to help eliminate confusion. Until now, each show has had a distinct logo for that show only, and Minnesota Quilters, Inc. has its own logo.

The Logo Committee is seeking feedback about eight concepts for logos that they designed. Each Board member marked a ballot indicating her preference and returned it to Wynn. Board members are asked to send additional thoughts, comments, and preferences to Cindy Wilson. Scribbled drawings of additional concepts are also welcome from Board members and MQ members and will be considered.

Cindy Wilson announced that MemberClicks has a new program update. Miki Peine will call MemberClicks to explore the agreement between MQ and MemberClicks. If it is a month-by-month commitment,

our goal should be to switch this fall to a new provider so that the new program can be in place for our holiday party event. Miki Peine will find out how to get out of our commitment with MemberClicks.

It was suggested that we should develop a job description for a new show committee position: a person to input/enter registration material in the new system. This would get the 2011 registration person involved in the process a year ahead of time.

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

No report.

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

No report.

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

No report.

**Operations Director** (Sue Sandager and Kathleen Winters)

A question arose regarding our insurance coverage for the show. We are being charged to cover liability on 20 volunteers, but since we have so many people volunteering, we think we should probably be covering 200 volunteers. Larger coverage will cost significantly more (we've been paying \$75). Sue Sandager will get a second quote from an insurance person and Linda Wines will check again on what we paid in liability insurance for the 2009 show.

Linda Lysdahl left the meeting so that the Board could discuss our employees' salaries.

Discussion about salaries followed. Char Wenger and Yvonne Curran, incoming president and incoming president-elect, will take our Business Manager and Show Consultant out to lunch.

**Other Business**

Mary Brandt urged all Board members to clear their schedules so that they can attend all Board meetings. It is desirable if Board members can try to limit their absences to no more than two over their term of office.

The Board will meet next month at an all-day retreat on Saturday September 19, 2009, 9 am until late afternoon, at Sue Sandager's home in Scandia. New Board members have been notified and everyone has been sent directions.

Mary Brandt adjourned the meeting at 9:05 pm.

Respectfully submitted,  
Kathie Simon Frank  
Secretary  
16 September 2009