

Quilters Guild of Dallas, Inc.

Minutes from Board Meeting

October 27, 2020

Held via Zoom. In attendance: Shelly Goodwyn, President; Melanie Reimann, 1st VP - Community Service; Linda Bartley, 2nd VP - Membership; Nancy Netherland, Kathy Bonnett 3rd VP – Programs and Workshops; Bonnie Ambrose, 4th VP – Communications; Concetta Boscardin, 5th VP – Finance; Marcia Wood, 7th VP – Education Christina Vilmar, Secretary, were present. Shelly called the meeting to order at approximately 6:35 pm.

The minutes of the board meeting held on September 22, 2020, were reviewed. Concetta moved that the amended minutes be approved as discussed and Linda Bartley seconded the motion. There was no further discussion. The minutes were approved unanimously.

New Business:

Concetta Boscardin reviewed a proposal to update advertisement prices for the Guild newsletter, which hadn't been updated or increased since 2014. Bonnie Ambrose moved and Melanie Reimann seconded the motion. Discussion was held around how to track clicks for the advertisements. It was suggested that once we have better feedback and tracking with the new website, monitoring and evaluating will be easier. Currently there is very little revenue generated from newsletter advertisements. The motion was approved unanimously.

Old Business:

There was no old business discussed.

Committee Reports:

Melanie Reimann reported on the donation quilts being distributed this month: 34 to Vogel Alcove, 24 to Ronald McDonald House, and 33 to Dallas Children's Advocacy Center. The recent collection totaled 91 quilts and 42 tops, which was a large increase from previous collections. The Covers for Kids challenge quilt voting methods were discussed, including posting on Facebook and/or the Guild's new website and using a Constant Contact survey to collect votes while also generating interest for new website. Melanie had found an error in the previous count of volunteer hours and the updated total is much higher for last year than originally calculated.

Bonnie Ambrose sent a report out about the new website. The goal is to have the new website up and running on November 4 with all of the current information – she needs final information by Thursday, October 29 if it is going to be included in the website design. Bonnie is working on a calendar for when information is needed to go on and come off the website. The plan is to use the website as the main communication method with members moving forward.

Nancy Netherland stated she has Zoom meetings scheduled for the November, December, and January meetings. Irene Blanc from Australia is scheduled for January and they are figuring out how to pay her due to the currency exchange. Concetta and Nancy will look into paperwork needed. Kathy and Bonnie sent out an email promoting the November online workshop and 8 people are currently signed up.

Linda Bartley reported that membership is currently at 242 members and they are working on having the membership directory on the new website. Members will have a username and password they set up. Once the new website launches, the plan is to send promotional "did you know" emails with information on where to find it on the new website. Linda reminded the Board to look at the new website link she sent out to make sure the necessary information has been included. One goal is to have award recipients also listed on the website.

Concetta Boscardin reported that the Guild filed claims with both of our insurance companies. Hartford rejected the claim immediately. The Philadelphia insurance policy has a writer that addresses cancellation of conferences and approved \$25,000.

The check is anticipated to come in the mail soon. Because the Guild is in a good place financially right now with enough cash to cover expenses the rest of the year, these funds will be added to our investments to be used when needed in the future.

Shelly Goodwyn reported for Lut Demeulder that for the 2021 Quilt Show there will be no virtual show, no vendors sales online, no mini quilt auction, and no raffle quilt. The plan is to hold the raffle quilt until the 2022 show. There is work to develop on an online store for 2020 merchandise. Approximately ~\$100 worth of merchandise was sold at the last quilt donation drop off.

Marcia Wood said she would be doing a short demo during committee reports at the General Meeting on pressing seems open versus pressing to the side.

Shelly adjourned the meeting at 7:25 pm.

Respectfully submitted,

Christina Vilmar

Guild Secretary