

Quilters Guild of Dallas, Inc.

Minutes from Board Meeting

September 27, 2022

Held via Zoom. In attendance: Linda Bartley, President; Peggy Cord, 1st VP - Community Service; Pat Henry, 2nd VP- Membership; Dana Ryan, 3rd VP - Programs; Kelly Edwards, 4th VP- Communications; Concetta Boscardin, 5th VP - Finance; Bonnie Ambrose, 6th VP - Show; Micki Cashen 7th VP - Education; Margaret Montgomery, Secretary; Laura McClure, Treasurer.

Linda Bartley called the meeting to order at 6:30 pm.

New Business:

Linda Bartley introduced a list of topics for discussion.

- Check with VPs about the transition of duties
- Discuss survey results
- Membership groups
- Plan for a pop-up meeting during the Fair at the Creative Arts exhibit to view quilts
 - The need for liability coverage was questioned and will be researched by Concetta Boscardin.

Committee Reports:

Community Service

Linda Bartley thanked Peggy Cord and Rhonda Anderson for the CFK workshop.

Peggy Cord reported:

- Quilts are being collected and distributed.
- It was suggested that the term “workday” vs. “workshop” be used. Monthly workdays are planned and dates will be determined.

Peggy Cord stated that prior to COVID a free workshop voucher was given to the person that donated the most quilts and asked that this be considered for the future.

Membership

Pat Henry reported:

- Discussions with the Girl Scouts for the Guild to host an activity for the older scouts that are working on a “textile badge.” Bonnie Ambrose and Pat Henry will work on volunteer opportunities at the show for the scouts, home school students and others in the community.
- Reaching out to the Dean at El Centro and Lone Star Community Colleges about opportunities for textile students to work with the Guild. Activities could be in person or by Zoom. Reaching out to the University of North Texas (UNT) was also mentioned. The Guild provided funds to the UNT to purchase a quilting machine a number of years ago.
- Pat and Martha Smith are encouraging members to wear name tags at meetings. It was suggested that there be an incentive to encourage members to wear name tags such as entry into a drawing for a gift certificate for members that attend a meeting in person and wear their name tag. A quilt shop in Snyder, TX has offered a gift card that could be awarded. An advertisement could be included in the newsletter about a drawing.

Linda Bartley noted that with hybrid meetings the Guild could advertise outside of the DFW area for members.

Programs

Dana Ryan reported:

- There are 2 dates in the coming year that do not have scheduled programs or workshops. Due to budget constraints Zoom or local presenters will be scheduled which significantly decreases the cost to the Guild.
- The member survey data showed that programs and workshops are why members join the Guild.
- A big push is planned to advertise workshops. Too often there are only 4 or 5 participants and this does not cover the cost for facility charges which the Guild is contracted to pay.
- The goal is to schedule quality programs and workshops and increase the number of participants while holding workshops in the most appropriate cost effective venue. It was suggested that the Dallas Library (minimal charge) may be an appropriate venue when machines are not required for a workshop.
- Charges for workshops and kit fees were discussed.
- There are tasks that are included in the Programs and Workshops job description that could be handled by others. Linda noted that she had a volunteer to handle raffle quilts from other guilds.

Finance

Concetta and Linda led a discussion on the cost to run the Guild, dues, workshop fees and the annual show. Concetta Boscardin provided financial data on the cost of programs and workshops. It was noted that the 2020 show cancellation cost the Guild approximately \$75,000.00. Shows have been successful but the 2020 show could have been the end of the Guild. Programs and workshops with out of town speakers can cost over \$5,000. It was agreed that it is important that members understand the costs associated with Guild activities.

There was no support for raising dues or costs to members at this time. It was suggested that the Guild consider different dues structures in the future.

Communications

Linda thanked Kelly for all her work getting up to speed with all her duties. Kelly is now Word Press fluent and is updating the Guild website. A new camera and tripod have been acquired for meetings. Linda noted that the newsletter editor has enhanced the newsletter and could also generate ads as she solicits articles for the newsletter.

Kelly Edwards reported:

- The Board trunk show will be presented in PowerPoint.
- The Board biographies are up.
- Work on the show web site is underway.
- The first sponsorship form has been received electronically.
- Friendship group info is updated.
- Working with Bonnie Ambrose to enhance Zoom meetings.

Linda addressed the need to increase the social media activity for the Guild.

- The Guild currently has a FB member page, FB public page, Instagram account, and a Show FB page. It is important to let members know about them and get them to sign up.
- Could buy FB ads to promote workshops if workshops do not fill.
- FB pages need to be set up as a business account so access is not limited to a single administrator.

Education

Micki Cashen reported:

- She is unable to attend meetings in person.
- Kelly will provide the monthly report at the meeting as needed.
- If you want to learn a new technique, motif or pattern, fun movie, audio book, lots of links will be provided in the newsletter article every month.
- May be able to provide a brief statement or idea at each meeting

Show

Bonnie Ambrose reported:

- The contract with Market Hall will be signed shortly along with a request for a check for \$28,000 to secure the venue.
- Kelly and Susan Hogan are working on the show information on the website including entering the vendors.
- Working to recruit a co-chair. Donna will work as co-chair this year.
- Second show committee meeting last week.
- Raffle quilt is done.
- Raffle tickets printed.
- Address labels being prepared.
- Raffle tickets will be mailed. Post cards will fit in envelopes. Will look to hand out envelopes at meetings to save on postage.
- Postage labels will be required for quilts that are submitted by mail.
- Getting sponsors, taking entries, getting volunteers all take a lot of work.
- Looking forward to a really good show.

Linda announced the retreat will be back at Tanglewood this year. The registration form will be online but checks and forms will need to be mailed in. The date and location for the retreat will be announced on FB when the form is available online.

Peggy Cord moved to nominate Laura McClure as treasurer for the Corporation of the Quilters Guild of Dallas for the next year. As treasurer, Laura would not be subject to term limits. Concetta Boscardin seconded the nomination. Voting members of the Board unanimously approved the motion.

Linda Bartley adjourned the meeting at 8 pm.

Respectfully submitted,

Margaret Montgomery
Guild Secretary