MQ Board of Directors Meeting

Date: September 25, 2010

Board Members Attending: Char Wenger Jill Schultz Karen O’Brien Miki Peine Sue Rutford Yvonne Curran Kathleen Winters

Staff Attending: Linda Wines

Guests: Laura Nagel Mary Pozzini Kathy Brevig Lou Roos (12:25)

Board Members Not Present:
Mary Brandt Jean Carr

Location: Goose Lake Winery, Nowthen, Minnesota

President Char Wenger called the meeting to order at 9:15 am. Char passed around an attendance sheet asking for volunteer hours to be reported. These hours should be estimated through September and final hours should be obtained from all standing committee members.


Employee Job Descriptions.

Job title Administrative Assistant will be changed to Office Manager. We need to complete the job description before we open the position to applicants. It was felt that the office position should be placed under Operations instead of being under the Treasurer. Hours can be given to the Treasurer if asked for. Both employees should keep track of where their hours are being spent. Many tasks are sporadic in occurrence. All tasks should be handled on 25hr/week basis. We will post the job description in our newsletter. The position does not earn vacation, but employee can have time off without pay, or work extra hours at one point in time in order to take hours off in another time period.

Motion: Yvonne moved that we accept the Office Manager description as amended. Kathleen seconded the motion. Linda Wines should keep track of her hours and note things that could be volunteer tasks, as well as other tasks that she does that are not listed. Motion to approve the job description carried.

Show Coordinator. The Operations Directors are working to get the job description for this position down to a two-page document (with detail put into an Operations Manual). Having a clear job description will be of great benefit. This position should be working fewer hours every year, because task planning should be smoothing out. One of the top tasks for the position is working with the sponsors, both beforehand and at the show. The Show Coordinator should be on the floor at the show, keeping the sponsor relationship foremost.
Operations will send a draft job description to Linda L. within the next few days. Linda L. will have time to review the description, and then will meet with the Operations Directors.

*Show Job Descriptions.* Need to pull out the true Job Description (two pages) from the Show Report. The Show Report is useful information, but needs to be separate from the Job Description. Could this be a volunteer task—to separate the documents? Important to take it off of Linda L.’s task list. Perhaps assign it to the Show Secretary? This item was tabled; may be brought up at the October Board Meeting.

*Re-arrange office.* It is possible for two people to work there without spending a lot of money. Important to get unnecessary stuff out of the office into storage. Need to add another phone.

*Relocation of Office/Meeting Space.* There are benefits and potential gains involved with a move. Parking is becoming even scarcer at the University Ave location. We can’t park at the down-the-alley spot anymore. There had been a question about MQ’s rights to equity at the Textile Center because of MQ’s in-kind contributions at the time of the Textile Center’s capital campaign. But those items were a gift, so MQ does not retain equity.

In the search for a new location, MQ will focus on location first; rates may be negotiable. Safety is important. Economically, it is a good time to move. If we leave the Textile Center completely, our employees will be isolated, and we will lose Textile Center contacts.

**Secretary’s Report** (Karen O’Brien).

Approve Annual Meeting Minutes. Need to reregister bylaws because of the change made to add Membership Director.

---

**Action item:** Reregister bylaws with the State.

---

**MOTION:** Sue made the motion to approve the Annual Meeting minutes; Yvonne seconded the motion; the motion carried.

Approve July Special Meeting Minutes.

**MOTION:** Sue made the motion to approve the July Special Meeting minutes; Kathleen seconded the motion; the motion carried.

Approve August Minutes.

**MOTION:** Karen made the motion to approve the August Meeting minutes; Jill seconded the motion; the motion carried.

**Motions/Action Items.** Items were reviewed and updated (see ATTACHMENT A at the end of this document).

**Treasurer’s/Finance Report** (Miki Peine).

*Check request process.* MQ is adding a pre-approval (requisitioning) process, getting the approval signatures upfront. The commitment to funds will be booked prior to purchase.

*2010-2011 Budget.*
It would be better to run financials by the show chairs at an earlier point in time, and to develop reports that can be used to provide the information.

Is the show committee not used to working within a budget? Add as item to show committee job descriptions—the committee chair needs to work within their budget.

**Action Item:** Add to show committee job descriptions that they need to work within their budgets.

**MOTION:** Accept the 2010-2011 budget as presented. Miki made the motion; Yvonne seconded it; the motion carried.

The budget can be amended, if needed (for example, for the mailing of the newsletter or for non-budgeted show expenses).

Audit presentation will be made at the December board meeting.

A USBank representative will be at the October meeting to get the signatures of new financial contacts and clear up old financial contacts.

By year-end, MQ needs a conflict of interest form signed by each board member. This form includes the disclosing of connections to organizations that do business with MQ.

**Action Item:** Each Board member should provide a signed Conflict of Interest form to Sandra.

**President’s Report** (Char Wenger).

*Volunteer handbook* is finalized. Need signed volunteer form from all Board members.

**Action Item:** Each Board member should provide signed volunteer form to Yvonne.

*Job Descriptions.* Each Board member should review and make any changes to the job descriptions for their own position and for those reporting to them.

*Board Organization* – Should we add alternating positions for Communications, Education, and Membership as we already do for Operations? Do we need to do anything to make the change? Not adding a position, just a person, increasing the size of the Board. We could appoint a second chair to Communications this year. Publicize the new opening for several months; then have a vote, perhaps at the January meeting?

As part of next June’s election, we will have available a one-year and a two-year term for Education and Membership. The people filling these terms will take office in October of 2011.

*Bylaws Restatement.* The bylaws are being restated October 2010. Article V, Section 12—Membership Director, has a new statement of duties. It is assumed that the Membership Director will work in coordination with the meeting directors.

In regard to Article VIII (Amendments), why doesn’t the membership vote on bylaw change? Yvonne will have on her agenda. This issue has already been established as Action Item 39 (see Attachment A).

**MOTION:** Yvonne moved that we accept the bylaws as presented; Sue seconded the motion; the motion carried.
Action Item: Linda Wines will put the bylaws on the MQ website.

Action Item: Determine if we should promote a 6:30pm(Thursday)/9:30am(Saturday) social hour for general meetings?

Office Open During Textile Center events. The office was open during the Textile Center Garage Sale in April and, recently, for the Family Day on September 18. These are excellent opportunities to promote MQ and to build rapport with the Textile Center community. Although we may not be as involved with the Textile Center in the future (if we move), we should try to keep the office open during gallery openings and other community events. The Textile Center Liaison, who reports to Communications, should take responsibility of that task. The Volunteer coordinator could handle the actual procuring of volunteers.

Action Item: Update Textile Center Community Forum representative job description to arrange to have the office open and staffed by volunteers during Textile Center openings and other community events.

Mass emails. Action Item 68 reads “Determine how and when to send out mass emails.” When things like volunteer opportunities arise, it would be very helpful to send out a mass email. We should be sending out more emails. Can Linda W. send emails?

In the same manner, MQ has a page on Facebook, with many members. Sue Rutford has current ownership of the page, but any Facebook member can post to the “wall.”

Best practice seems to be to include all forms of communication: website update, mass email sent, and Facebook posting made.

State Fair. Should MQ offer a Fine Arts award? Char will pursue.

Action Item: Provide a Fine Arts award to the Minnesota State Fair.

Strategic Planning (Wynn Martin).

The planning group has been meeting on Saturday mornings, and will be gearing up for the new fiscal year. This is the “looking forward” part of what we do.

Vision. Document came out of the strategic planning effort several years ago. We should formally adopt a vision statement. Strategic planning should keep moving forward, readdressing mission, vision, and plan. Keep in mind: Who are our members? Strategic planning is always guided by member engagement. What do we need to offer to the membership to get what we want?

Action Item: Put 2008 survey results on the website. Strategic plan is online.

Four Initiatives for 2010-2011. Fifteen action items. Four strategic initiatives.

Three organizational models:

1. Twin Cities-based (do we give up our full-state outreach then?)
2. Consortium with quilt guilds throughout the state
3. Align with TC heavily; or keep some alignment (e.g., our books in the library)
Meet to discuss these options? Who else do we need to meet with? Textile Center is a 501(c)(3) also. They are almost all Twin-Cities-based membership.

We are developing a new membership model. There will be a meeting in November to talk through the issues; announce the new model in January; begin implementation in June.

We need to decide where we will meet, and how often. Share enough information with membership. We have to deal with the notion that remaining at the Textile Center is causing our membership to drop away.

Our financial reports show a positive balance now. We need to be on the same page with membership, as to what we’re doing. Cutting the membership fee might be the answer. What do the fees support? Grants, fundraising, other sources of revenue can provide the funds that the fees now provide. Automatically raising membership fees to get more membership money might not necessarily be the answer.

Wynn will try to find a strategic planning meeting date—querying strategy team members and board members for availability.

**Communication Director’s Report** (Jean Carr).

*Website Update* – ongoing.

*Newsletter/e-newsletter*. Need to pay attention to the feedback from the decision to go to e-newsletter. We should be willing to say “This was an experiment.” Jean had the idea of sending postcards to membership, allowing them to opt in to getting a paper copy. This idea found support at the meeting.

- Action Item: Send postcard query to membership, asking them to reply if they want a print newsletter.
- Action Item: Formulate plan and procedures for sending out print newsletters.

**Publicity** – Public Relations. Jean working on a job description for a Public Relations position.

- Action Item: Develop a job description for Public Relations position.

*Email spam* from MQ addresses still a big problem. This is existing Action Item 33.

**Education Director’s Report** (Sue Rutford).

Should we consider going back to Thursday night/Friday morning schedule? There would be financial savings to doing so.

**2010 – 2011 Plan.** If you have ideas for a November meeting topic, talk to Laura. Holiday Brunch planning is in progress. For the April “5x5”, Sue has names of people who might consider participating. This year for the July meetings, we just held a Thursday night session, and used the Saturday morning slot for “on your own” sewing; the raffle quilt committee worked on the raffle quilt. Maybe do something different with the Saturday meetings in the summertime. An MQ Garage Sale is a possibility—Susan McClennan would be willing to supervise.

Laura will send meeting information to editor@mnquilt.org (both Linda W. and Lori Allison get the emails). Laura can also send the information to Karen Knoll for the website; and to Sue for Facebook.
Class space at quilt shops. For the October meetings, Glad Creations is providing class space for no charge to MQ. We should at least give them a nice thank-you on the website—like advertising. They are providing us with major savings—do we need to give them more?

Vendors at meetings? In the works.

Vending at the office? Not currently selling anything at the office? Could we have a display of merchandise somewhere? Have a “gift shop” at the office?

Show & Tell/Selling Raffle Quilt Tickets (at the general meetings). Guilds/schools selling tickets for their charity raffle quilt is seen to be different than “selling,” and should be allowed. If businesses want to advertise, they should not use the Show & Tell, but can put flyers on the table.

President Elect’s Report (Yvonne Curran). No report.

Past President (Mary Brandt). No report.

Show Reports.

MQ 2011 (Lou Roos and Kathleen Brevig).

2011 Quilter of the Year. Does the QOTY have to be an MQ member? No. Should we make it a requirement? Not really the point of the award.

Potential nominees:

Marcia Stevens (Little Pines Quilting-Brainerd; Machine Quilters guild)
Karen McTavish
Carol Schwankl
Jean Loken
Debbie Bowles
Audree Sells (has a quilt in the Smithsonian, award-winner, the “Round Robin” book, published in magazines)
Terry Atkinson (“backup” last year)-not available this year
Nancy Eha
Linda Hohag (Brandywine)
Laura Murray
Maxine Rosenthal
Cindy Thury Smith
Heather Mulder Peterson

A “short list” of names was developed at the meeting. Board members needed time to research and make their choice. Char will send out an email with the list of potentials and we can vote via email.

Next year, we should make an announcement requesting nominees at an earlier point. Or, at the show, provide an opportunity to nominate the QOTY for the next year.

Jean Loken. How can she be honored? Could she be Outstanding Volunteer of the Year (she worked with MQP, the quilt book that MQP produced, and Home of the Brave). Or develop a new and separate category—Humanitarian award of some kind? The “Sew-in” on Thursday night will be for Home of the Brave; cake served; quilts on display? Could this serve as some kind of memorial event for Jean?
Attendee Data. Should we have volunteers collect show attendee data? (e.g., “Where are you from? (zip code) How did you hear about the show?”) We would need to cover two hours in the morning and maybe not during the rest of the day. The information would be valuable for planning. This is Action Item 15.

We should do a survey (like the 2008 survey) every three years or so (so we would be due to have one in 2011).

**Action Item:** Prepare to do a survey (like the 2008 survey) at the 2011 show.

Awards Checks. Who should be ordering the checks? Each committee taking care of their own? Nice to have a set way of doing it (there was some confusion this year). Should the Judged Quilts committee chair order all of the checks? Judged Quilts orders the majority of checks now already. Order the checks at a show committee meeting; keep with checks with the individual committee, but give them to the show chairs to sign. The requisitions can be approved ahead of time—just fill in the name. This would be a new procedure.

**Action Item:** Document new procedure for ordering awards checks.

Judged Quilts Receipt. Judged Quilts are being mailed to the MQ office the week of June 6-10, 2011. How will we handle this with limited office hours? Currently, Textile Center people let the deliverer in. We could get volunteers in to accept the quilts. Or hold full office hours during the weeks before the show.

Registration changes. Guest of banquet attendees will be required to have a separate ticket. We will have a firm cancellation/change policy for classes and events. Make sure that the policy is stated in show book and then refer to that policy if questions arise. May offer cancellation insurance (paid for upfront). If MQ institutes a change (e.g., class cancellation), show attendees are not fined. Class registrants can sell their place in the class or their event ticket. There will be different tiers of class costs (based on what teachers are charging). If classes aren’t full, we will need to cancel them.

Motion: Sue made a motion that we set a fee structure for classes at a variable rate calculated based on specific teacher costs; Jill seconded the motion; the motion carried.

2011 Raffle Quilt. The committee has a postcard for the show quilt, and the raffle tickets.

MQ 2012

Show Chair Application was sent in by Cheryl Plourde.

**MOTION:** Kathleen moved that we accept Cheryl Plourde’s application to be 2012 Show Chair; Yvonne seconded the motion; the motion carried.

2012 Raffle Quilt. Judy Bowers/Jackie Northrup are heading up the committee. The design (“Frosted Window Panes”) was selected and permission obtained. There will be member involvement in the creation of the quilt.

**MOTION:** Kathleen moved that the Frosted Window Panes design be accepted as the design for the 2012 Raffle Quilt; Yvonne seconded the motion; the motion carried.

Show Coordinator (Linda Lysdahl). No report.

Business Manager (Linda Wines).
The MQ office is crowded with lots of stuff that needs to be out of there in order to make room for two employees. We also need to do an inventory of the show locker, then maybe we could move some things over there. On an ongoing basis, we should do an inventory before and after each show.

Our historian needs to determine what needs to be kept for historical purposes.

Sue, Lou, and Linda W. will take a stab at the inventorizing.

**New Business.**

Jill asked for volunteers for the site relocation committee.

**Gavel Ceremony.**

President Char Wenger passed the gavel to our incoming president, Yvonne Curran.

President Char Wenger adjourned the meeting at 3:20 pm. The next meeting of the MQ Board will be October 19, 2010.

Respectfully submitted,
Karen O'Brien
Secretary
Revised 15 November 2010
<table>
<thead>
<tr>
<th>Assigned To/When Assigned</th>
<th>Action Item</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Education/Jan2010</td>
<td>The job descriptions of the Meeting Coordinators and Meeting Coordinator-Elects have changed with the advent of the new Hospitality Coordinator positions. Review these job descriptions for accuracy and completeness.</td>
<td>In process</td>
</tr>
<tr>
<td>10 Jean/Jan2010</td>
<td>Set up a password-protected space under CVENT and define what should be in the members-only protected space.</td>
<td>In process</td>
</tr>
<tr>
<td>14 MQ2011/Jan2010</td>
<td>Review the list of shops, contact the shops, ask how many books they want for next year.</td>
<td>MQ2011 Registration</td>
</tr>
<tr>
<td>15 MQ2011/Jan2010</td>
<td>We should ask new members how they heard about us. When non-members register for the show, we could ask them where they heard about the show.</td>
<td>MQ2011 Registration</td>
</tr>
<tr>
<td>20 KarenO/Feb2010</td>
<td>Talk with Textile Center to have MQP quilts on display at some point.</td>
<td>In process</td>
</tr>
<tr>
<td>25 Wynn/Mar2010</td>
<td>Produce MQ handout for members to present the show to their guilds. The handout could be modeled after Linda’s press handout.</td>
<td>In process</td>
</tr>
<tr>
<td>33 Jean/Mar2010</td>
<td>There should be a way to stem the spam coming to Board members. Encryption? Not providing email address as such on the website? (e.g. “secretary at mnquilt dot org” rather than <a href="mailto:secretary@mnquilt.org">secretary@mnquilt.org</a>)?</td>
<td>In process</td>
</tr>
<tr>
<td>35 Char/Nancy Hall/Apr2010</td>
<td>Get donation and volunteer forms on the website.</td>
<td>In process</td>
</tr>
<tr>
<td>37 Comm/Apr2010</td>
<td>Start up an MQ Events Calendar on the website.</td>
<td>Calendar on page, but no activities are listed.</td>
</tr>
<tr>
<td>38 Jean/Apr2010</td>
<td>Establish an online Membership Directory, accessible by members only.</td>
<td>To access the directory from the MQ page, userid <a href="mailto:member@mnquilt.org">member@mnquilt.org</a>, password 4Members. Difficult to have individual userid access to the directory?</td>
</tr>
<tr>
<td>39 Char/Apr2010</td>
<td>Review bylaws; do research to bring them in line with accepted practice for bylaw change. The timeframe for this item would be after the 2010 show.</td>
<td>In process</td>
</tr>
<tr>
<td>40 Char/Apr2010</td>
<td>Review and discuss the make-up of the MQ BOD. Should we add the Show Chairs</td>
<td>In process</td>
</tr>
<tr>
<td>#</td>
<td>Name/Date</td>
<td>Task Description</td>
</tr>
<tr>
<td>---</td>
<td>----------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>44</td>
<td>Membership/FinRet</td>
<td>Determine if we are keeping attendance at meetings. If we stopped doing this, set up procedure to start doing it again. If we are doing this, do some analysis of the numbers.</td>
</tr>
<tr>
<td>47</td>
<td>Ops/FinRet</td>
<td>Start process to find alternative organizational space.</td>
</tr>
<tr>
<td>48</td>
<td>Sandra/FinRet</td>
<td>Produce a Request for Proposal (RFP) for the annual audit.</td>
</tr>
<tr>
<td>50a</td>
<td>KarenO/FinRet</td>
<td>Research printing costs and determine if a leased printer is still the best option.</td>
</tr>
<tr>
<td>50b</td>
<td>Ops/July2010</td>
<td>The leased printer we have is slow; we should probably get another one. Should be able to print 35ppm. When is contract due for renewal?</td>
</tr>
<tr>
<td>51</td>
<td>Comm/FinRet</td>
<td>Provide information to membership about accessing publications (website, newsletter, directory, show reports, etc.) online.</td>
</tr>
<tr>
<td>52</td>
<td>Treasurer/FinRet</td>
<td>Research payment of fees for our merchant services account.</td>
</tr>
<tr>
<td>53</td>
<td>Laura Nagel/FinRet</td>
<td>Laura will send website advertising information to Jean.</td>
</tr>
<tr>
<td>54</td>
<td>Linda Lysdahl/FinRet</td>
<td>Determine if it is feasible to operate the Show in a school environment.</td>
</tr>
<tr>
<td>55</td>
<td>Yvonne/FinRet</td>
<td>Yvonne and Kathleen will research the volunteer review process.</td>
</tr>
<tr>
<td>65</td>
<td>KarenO/May2010</td>
<td>Karen will research old action items and bring to the BOD for review.</td>
</tr>
<tr>
<td>66</td>
<td>All/July2010</td>
<td>Research member feelings about BOD members being in door prize drawings.</td>
</tr>
<tr>
<td>68</td>
<td>Comm/July2010</td>
<td>Determine how and when to send out mass emails.</td>
</tr>
<tr>
<td>69</td>
<td>Education?/July2010</td>
<td>Write an article for the newsletter, website, show book addressing how show quilt pictures can be used (e.g. with attribution, not for profit).</td>
</tr>
<tr>
<td>70</td>
<td>??/Aug2010</td>
<td>MQ donated items to the Textile Center as part of the Capital Improvements campaign. Do we retain any of their value for MQ?</td>
</tr>
<tr>
<td>71</td>
<td>??/Aug2010</td>
<td>Determine what electrical and cabling changes need to be made to provide a two-person office setup.</td>
</tr>
<tr>
<td>No.</td>
<td>Name/Date</td>
<td>Task Description</td>
</tr>
<tr>
<td>-----</td>
<td>----------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>72</td>
<td>Jean/Aug2010</td>
<td>Update the Fall Getaway guidelines to indicate that housing for both co-chairs at the retreat is paid by MQ.</td>
</tr>
<tr>
<td>73</td>
<td>Martha/Aug2010</td>
<td>Write newsletter article about DVD sets to be donated to the TC Library.</td>
</tr>
<tr>
<td>74</td>
<td>Wynn/Aug2010</td>
<td>Survey the vendors of the 2011 show.</td>
</tr>
<tr>
<td>75</td>
<td>All/Aug2010</td>
<td>Get all volunteers hours, including hours for volunteers under your program area, to Char by end of the fiscal year.</td>
</tr>
<tr>
<td>76</td>
<td>Char/Sept2010</td>
<td>Reregister bylaws with the State.</td>
</tr>
<tr>
<td>77</td>
<td>??/Sept2010</td>
<td>Add to show committee job descriptions the need to work within their budget.</td>
</tr>
<tr>
<td>78</td>
<td>All/Sept2010</td>
<td>Each Board member should provide signed conflict of interest form to Sandra.</td>
</tr>
<tr>
<td>79</td>
<td>All/Sept2010</td>
<td>Each Board member should provide signed volunteer form to Yvonne.</td>
</tr>
<tr>
<td>80</td>
<td>Linda W./Sept2010</td>
<td>Linda W. will put the bylaws on the MQ website.</td>
</tr>
<tr>
<td>81</td>
<td>??/Sept2010</td>
<td>Determine if we should promote a 6:30pm(Thursday)/9:30am(Saturday) social hour for general meetings?</td>
</tr>
<tr>
<td>82</td>
<td>Karen/Sept2010</td>
<td>Update Textile Center Community Forum representative job description to arrange to have the office open and staffed by volunteers during Textile Center openings and other community events.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budget? Key to office?</td>
</tr>
<tr>
<td>83</td>
<td>Char/Sept2010</td>
<td>Provide a Fine Arts award to the Minnesota State Fair.</td>
</tr>
<tr>
<td>84</td>
<td>Linda W./Sept2010</td>
<td>Put 2008 survey results on the website. Strategic plan is online.</td>
</tr>
<tr>
<td>85</td>
<td>Comm/Sept2010</td>
<td>Send postcard query to membership, asking them to reply if they want a print newsletter.</td>
</tr>
<tr>
<td>86</td>
<td>Comm/Sept2010</td>
<td>Formulate plan and procedures for sending out print newsletters.</td>
</tr>
<tr>
<td>87</td>
<td>Comm/Sept2010</td>
<td>Develop a job description for Public Relations position.</td>
</tr>
<tr>
<td>88</td>
<td>Yvonne?/Sept2010</td>
<td>Prepare to do a survey (like the 2008 survey) at the 2011 show.</td>
</tr>
</tbody>
</table>