



Empire Quilters Board Meeting Minutes December 12, 2009

Attendees: Alice Brody, Anna Krassy, Lauren Dieterich, Beth Pile, Mary Butler, Sylvia Hughes, Renee Fields, Janet Randolph, Naomi Shelnut, Sandi Howell, Rita Reid, Jennifer Bigelow.

1st Vice President called the meeting to order at 11:10 a.m.

Minutes: Beth Pile requested a change to the November minutes regarding the discussion of trips. The November minutes read "She told us that Philadelphia and Lancaster have organized their own buses for their venues." It should read "She told us that other guilds have organized their own bus trips for the Philadelphia and Lancaster shows."

Jennifer Bigelow moved to accept the minutes with change cited by Beth Pile; Mary Butler seconded the motion. It was passed by unanimous vote.

Treasurer's Report: Anna Krassy reminded the Board that income received after she closed the report for November will show in the December report:

- Trips — expense of \$350 cancels income of \$350 in October (there was a bad check). She received \$350 in cash.
- She's awaiting hard copy of invoices for other trip expenses.
- Lauren D. asked if there's any update on the gap in Trips income and expenses of 2009 fiscal year. Anna reported she is still following up on missing checks; since the gap is from under-pricing trips, it will never be fully recovered.
- Mary Butler asked how rent for the workshop space is recorded in the Treasurer's report. This is paid in 2 payments; the payment for the fall was made in June and shows in the 2009 expenses. When the spring payment is made it will show as one number — it is not pro-rated to each month.

Janet Randolph moved to accept the Treasurer's report and Renee Fields seconded the motion. It was passed by unanimous vote.

2009 Trips Income / Expense: Several people found the newsletter article confusing, and thought that it should have been signed by the author. Janet R. asked what controls are in place to ensure we don't have this situation again. It was explained that at the September meeting the Board proposed that the Trips Committee prepare a statement for each proposed trip outlining the expenses in total, the cost per member, how many members must book to break even, and setting the time frame by which members must book and pay. All trips must be paid for in advance. Also for each trip we'll know when we must cancel the bus to avoid a cancellation fee.

The plan is to correctly price trips — and members need to understand that the trips will be more expensive than in the past. There is some concern that it could be hard to fill trips at a higher cost. Janet R. proposed a number of ideas to promote the trips; it was recommended she could work with Aleeda and team on this.

Sandi Howell emphasized the need for the Board to position itself with the membership regarding Guild's expenses — presenting both current and future view.

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March 2010 Trip to Lancaster: Aleeda Crawley was unable to attend the Board meeting, but she sent an email to several Board members with information about the proposed trip to Lancaster for the AQS show in March. She is working with a different bus company. The information from the e-mail describes the pricing and is included in these minutes. *The Board agreed with the pricing and agreed that members could have until the February 2010 meeting to sign-up and pay in full.*

From Aleeda's email:

AQS Lancaster
Saturday, March 27, 2010
Departure Time: 7:30 a.m.
Return Time: 4:30 p.m. (arriving 7:30 p.m. in NYC)

Actual Cost Basis:

Tickets: \$10.00
Bus Costs: \$1,253.50 (28 people) for a mini-coach
\$1,690.00 (43 people) for a full charter bus
(bus prices include tolls, and gratuities)

Proposed Pricing/Profit Analysis:

Includes 1 ticket to show, and transportation. With a minimum of 24 persons, we would rent the smaller minivan; with a minimum of 35 persons we would rent the larger bus. In either event, the price would remain the same.

Proposed Cost: \$72.00 for members, \$80.00 for guests.

Minimum of 24 persons, with 28 person mini bus:
 $\$1,253.50/24 = \$52.23 + \$10$ for ticket = \$62.23 (minimum of 14.5% profit per ticket sold)

Based on 24 persons @ lower member rate:

Actual Cost: \$62.23 @ 24 = \$ 1,493.52
Actual Income: \$72.00 @ 24 = \$ 1,728.00
Profit: = \$ 234.48

Minimum of 35 persons, with charter bus:
 $\$1,690/35 = \$48.26 + \$10$ for ticket = \$58.26 (minimum of 19.1% profit per ticket sold)

Based on 35 persons @ lower member rate:

Actual Cost: \$58.26 @ 35 = \$ 2,039.10
Actual Income: \$72.00 @ 35 = \$ 2,520.00
Profit: = \$ 480.90

Deposit/Cancellation policy: The bus company (a new one) requires a 30% deposit and the balance paid one month prior. There is a \$135 cancellation fee if the cancellation occurs 30 days (by our February meeting) or prior; if the cancellation occurs after Feb 25, the fee is a percentage of the costs; if cancelled the week of the trip, no refund will be issued. This would give us both January and February to meet the minimum of 24, and to determine the bus size *before* we commit to any contract. If the minimum of 24 is not met, the trip would be cancelled at the February meeting.

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Miscellaneous: Mary Butler reported that she learned that it was the American Craft Council that sold her contact information (her email and her association with Empire Quilters).

Workshops: Anna Faustino was absent last month and so will show her quilts for the workshop tomorrow at Show and Tell today. Mary B. thinks the merchandising of the January workshop (Sharon Schamber) is a good idea, but didn't look good when the newsletter was printed in black and white. She asked about the feasibility in the future to not include the photos in the copy that is mailed to members. Lauren said it is not feasible to prepare 2 versions of the newsletter.

Programs: Mary Butler reported that programs are booked through December 2010. She thinks the committee idea didn't work out. Members of the committee just didn't step up and do some of the leg-work. She will continue to fill out the program calendar to June 2011, and then will step down from this post.

Focus Groups: Janet Randolph reported that the focus groups have been very well attended this year. The January focus group will be on the subject of baby quilts for charity. Ethel Campbell, Rhona Triggs and Sandi Howell will work with her — making 4 different tops (patterns from the EQ website) to demonstrate how easy it is to make tops. Aim is to teach new quilters, and to encourage members to make quilt tops for the March meeting. There is no Focus Group in February or March; in April someone will demonstrate ruching and in May the Focus Group will be on making jewelry with buttons.

Show and Tell: Sandi Howell pointed out that Cindy Russell has discovered that some people showing items in Show and Tell are not members. The Board agreed that 1) paid guests may show items, but must mark on their sign-up sheet that they are 'Guest', and 2) we will not display non-member items on the Guild's website. The forms for 2009–2010 are already printed. Sandi will put up a sign with these instructions. The form for next year will have a place for the person to check if they are a member or guest.

2011 Show: Jennifer Bigelow requested that the Board put this topic on the agenda for the January 2010 meeting. If a decision is not made soon to have a show, and if no-one steps up to chair the show we will not have time enough to put a show together. The Board agreed this should be discussed in January.

Janet Randolph moved to adjourn the meeting and Beth Pile seconded the motion. It was passed by unanimous vote.

The meeting was adjourned by Alice Brody at 12:00 noon.

This is submitted by Jennifer Bigelow — Member at large.