



Empire Quilters Board Meeting Minutes April 9, 2011

Attendees: Paula Kenney, Anna Krassy, Michael Greenberg, Mindy Wexler-Marks, Larry Gifford, Sylvia Hughes, Aleeda Crawley, Mary Butler, Kitty Squire, Janet Randolph, Gail Lefton, Jennifer Bigelow, Denise Walsh-Horowitz

Meeting called by Paula Kenney at 11:00 AM.

Minutes of the February, 12, 2011 Meeting accepted and the February Treasurer's Report approved as appeared in the Newsletter.

Show/Treasury Report: Numbers are not complete as yet, but Income \$63,024.29 (includes start-up) and expenses \$47,254.05 (paid FIT based on original bill based on 8/04/10 – Original Bill) Lighting, AV, custodial fee and security plus additional based on what we went over, not \$16,000 from the last show. \$3,750 in addition for 4-5 conference rooms plus \$1,100 equals \$4,850 plus adjustment. We will have made some money. The December Fund Raiser was \$7,527; not a show thing, but need it to break even.

In the future, we can talk about including the fund raiser and use it as a start-up fee as we know the money is there. We kept an amount of money in the past, but rolled it into the general fund, so whatever the figure is we can roll it back into the general fund.

The Raffle Quilt in 2007 earned \$8,200; Raffle Quilt in 2010 earned \$8,400-8,500. The feeling is that this show quilt should have raised more money, but for whatever reason it just didn't raise the expected amount. Question the current economy.

Admission brought in \$20,760 which was basically what was predicted. The big name shows don't do as well. Before the Board authorizes another show, we need to do some hard thinking and leg work. A show every 2, 3, or 4 years needs to have a great deal of thought as it is not necessarily extremely profitable. Although we are moving to a new facility with a beautiful garden, we still need to look at the expenses - \$55,000 show effort with a guild budget is a big effort to put on our show. This is an expensive show – average \$250 per quilt to hang on drapes for two days. Look at the scale and scope and parameters in the future, and assume we will do it the same way.

Show Budget: need to review the final numbers, budget versus actual for each category of expense when they are complete. We need to look over the 2007/2009/2011 budgets. The show was never looked at as an income generating activity. The aim of show is to give new members the opportunity to show what they have made. The 2009 show budget was \$30,000 before FIT decided to increase costs. We need to look at the way we made money, broke even, shows happening at the same time and did we benefit from having both events going on. It is more critical that we look at finances as we didn't have as many bodies coming in the doors. Saturday was a busy day and Sunday was a slow day. Vendors look at the number of people through the door, ratio of (24) vendors vs. people through the door which was OK. Venue must be looked at, the use of space, cost, and not for profit.

General Show Discussion: The show displayed 170 quilts and one person entered 3 quilts, so there were not 170 separate participants. The concern is why aren't members putting in quilts? Less than half the membership had a quilt in the show. The 2009 show was a nicer show as there were less quilts. Basic issue is we need to get the membership to participate. Maybe we should change the criteria to be to enter a quilt in the show the member must attend meetings; maybe we need to make the membership aware that these things are being watched — i.e. attend 5 meetings to put a quilt in the show and have someone monitor the sign-in sheet. People don't put quilts in shows for various reasons like they are

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not good enough. Suggest for the next show have people sign a commitment to the show. It's about getting more people to participate. Show and Tell people bring in lovely quilts. We could have a "Finish Your Quilt Day".

Question is — should we survey the membership as to why they are not putting quilts in the show — i.e. cost of making quilts, entry fee, the economy? Survey history in the past has not had a very good response. Suggestion to form an exploratory committee to see what the membership has to say as people are sometimes hesitant to say what they think and just go along with others. There is also a concern about the raffle tickets and the number that were returned unsold. Some people just don't feel it is their job; they don't put a quilt in the show so they don't see the need to volunteer. Other topics for the exploratory committee would be joint show and find a guild we don't have joint members with. It may make more sense to put a survey in the Newsletter. In the past, a survey was done right after the 2007 show and the May meeting was a planning meeting (but about general guild planning – not specific to shows). Jennifer Bigelow and Lisa Kehrlé will come back next month with some additional ideas. People who came on buses and from out-of-town did not go to the Red/White Show.

Cindy Russell has advised that the photos are posted on the guild website. Members are asking if Cindy will provide individual photos, discs, etc. Paula will advise them to get in touch with Cindy individually. She and Ed will decide how they are going to proceed with these requests (ie charging a fee). Cindy and Ed don't owe the membership anything as they volunteered their services.

Show & Tell: No problems to report.

Membership: Forms are available now for next year and are at the front table. Anita and Betsy will be at the Membership table next month as Kitty Squire will not be here. Kitty will provide Anita and Betsy with everything they need.

Focus Groups: May is sewing machine clinic. June there is no Focus Group as there is the guild Flea Market. Would like some ideas for next year.

Special Raffle of Asian Fabric: need to encourage people to buy raffles.

Members Teaching Members: Janet Randolph is trying to find ideas for the workshops/groups and once a topic is brought to her attention, she will find someone to fit the bill. We will also need to limit the number of people in the groups.

Welcoming Committee: Gail Lefton will continue as the Welcoming Committee and will sit at the Welcoming Table. Apparently, people are just not welcoming. Discussion regarding new member stickers, one table for new members (but they don't want to sit there), assign buddies — 10 people willing to be buddies to a new member — share telephone numbers, email if the new member has any questions. Everyone should be able to see the new members.

Church of the Holy Apostle: 28th Street and 9th Avenue – starting in September, 2011 this will be the new home of Empire Quilters. Paula Kenney will be writing something about it every month to make the membership aware that we are moving. FIT's response is that we are growing too fast and they are concerned that we have a large membership and there are safety issues such as fire, etc.

June Meeting: Discussion as to whether we are having a Flea Market or vendor as we can't do both. Paula Kenney will ask the membership at today's meeting. If we have the Flea Market that is fine, but if we have a vendor, then no Flea Market. If the speaker, Lisa Shepard Stewart, is willing, she can sell books, etc, in a separate room. This needs to be clarified today.

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Charity/Service: Starting in September, 2011, there will be monthly one hour sessions to teach basic skills. Plan is to buddy up members, teach basic skills for completion of Charity quilts. The aim is new members and inexperienced quilters to teach and sold the social issues as the same time.

Nominations: Michael Greenberg went over the list of available leadership roles for the upcoming term, and who has volunteered to take over committees and Board seats. The Board approved the list to present to the membership.

By –laws state regarding Board Members/Committee Chairs/Executive Board — if there are nominations from the floor, it will be presented next month.

Garden State Quilting Guild: would like to show their quilt and sell raffles at the May meeting.

Lefferts Historic House, 20th Annual Quilt Show: they are looking for quilters to participate.

Photography: Shirley Clark will not be at the May/June meetings. Need volunteer to photograph and Lisa Kehrlé volunteered.

Meeting adjourned at 12:10.

Minutes submitted by Denise Walsh-Horowitz