

WEAVERS GUILD OF BOSTON BOARD MEETING 11/13/2013 Location Church Westboro

The meeting was called to order by Dean Ro Spinelli at 8am.

Judith Shangold, Annual Show and Sales read her report as follows:

2013 SALE Report

Chairs: Judith Shangold, Nancy Barry

Publicity: Sue Knowles

Treasurer: Diane Chaisson

Special thanks to Diane Chaisson, Beth Parkes, Ruth Buchman, Carol McClennan for their work at the front desk and other administrative help. To Beth Guertin for setting up the charge system and for dealing with everything at the storage unit. To Eileen Goldman for organizing breakdown. To everyone who helped with jurying, set-up, break-down and who worked shifts at the sale. To Mara Taylor, for establishing the new display concept we started last year using racks and hangers for scarves instead of the tables. This new display has been very well received!

SPECIAL EXHIBIT

The exhibit, arranged by Nancy Barry, was titled "Class Act", and featured work by members that was inspired by a class or workshop they either took or taught. Twenty-three pieces from 15 members were displayed. Nancy used light color fabric behind the pieces and extra lighting for a beautiful display.

ATTENDANCE

A new addition this year was having a Greeter stationed at the front door; they checked off data on info sheets, copies of which are in the Sale box.

Total attendees: 352

Thursday 5-9pm: 29 (Halloween)

Friday morning and afternoon: 122

Friday 5-7 pm: 10

Friday 7-8 pm: 6

Friday 8-9 pm: 8

Saturday: 108

Sunday: 69

First show: 80 (23%)

Word of mouth or came before: 89 (25%)

Received postcard or e-mail notice: 62 (18%)

Saw sandwich board: 39 (11%)

Saw signs outside building: 15

Picked up postcard in store: 9 (first year distributing cards and posters to yarn shops and galleries)

Event Websites: 8

Newspapers: 3

WEAVING DEMONSTRATIONS

Two rigid heddle looms (Ashford Knitters Loom and Schacht Flip Loom) and a 4-harness table loom were set up by the windows near the attic stairs. Judith explained and demonstrated weaving on the looms to several interested people. A brochure listing teachers and places to learn weaving was distributed. (See attached)

SALES

Participating members: 31 (5 fewer than 2012)

Items submitted: 1555 (42 fewer than 2012)

Items sold: 544 (17 fewer than 2012)

Total Sales (including books but not including tax): \$32,080 (\$ 2088 more than 2012)

Guild percentage: \$5715 (\$620 more than 2012)

See Excel report

PUBLICITY

Sue Knowles, Nancy and I developed a spreadsheet of publicity contacts, useful for this year, as well as for future years.

A total of 88 press releases were sent to Boston area newspapers, event websites and weaving guilds by Sue Knowles. Six members filled out press release information forms and had information sent to their local papers. Articles and photos appeared in their papers' online Patch sites. Two had articles in their local newspapers; if anyone else has seen an actual newspaper article, please let us know.

A total of 48 packets with a poster and postcards were delivered or mailed to yarn shops, galleries and art associations. In exchange, we had a table displaying their business cards and other information. This table was well received and customers did pick up information.

Nine people said they came as a result of picking up information at a store. A small number, but this practice could have a long-range positive effect. By advertising in yarn shops, we are promoting interest in weaving and potentially adding to our membership.

I placed an ad on Ravelry, (charged per click in group forums, final cost: \$.78). Also listed it in events and started a Boston area Weavers forum topic. Listed it on Weavolution events. Two people said they came because they saw the information on Ravelry.

2014 DATE

In the past, according to paperwork in the Sale box, the sale was to start the first

Thursday in November – not the first weekend in November. This would avoid

Halloween.

If, however, the show does start on October 30, Halloween would be Friday night. Since Friday night attendance is generally slow, perhaps the show could close at 7pm.

RECOMMENDATIONS

Print 500 – 100 more postcards – cost \$60 for another 1000. We ran out because of

sending packets of cards to shops.

Guild membership brochures should be available. We printed some out at the last minute.

Should we have some printed to have available for members to distribute at events,

classes, demos?

Posters need to be bigger, bolder to be more visible.

INVENTORY SHEETS

Add Waiver Form as a tab? People forget to print these out from website.

Presented by Judith Shangold

November 13, 2013

Eileen Fitzgerald, Morning Workshop Chair reported: To date, 186 students have signed up for 19 morning workshops. Deposits given to the Treasurer total \$3,243.00

Additional income is anticipated as the trend this year leans toward late enrollment. This has made it difficult for teachers and workshop staff to plan ahead.

Beth Guertin, Treasurer, report as follows:

Treasurer's report As of 11 November, 2013

TD Bank checking \$32,315.28

savings \$35,103.95 (earned \$5.96 interest in October)

Sold 6 Interlaced to Webs - talking to HGA re Convergence

wrote checks for weavers for annual sale - will mail Friday (11/15) after deposit money

will submit budget at March board meeting 2014

Elizabeth Springett Special Workshop Chair

Three Day Workshop - Tied-Unit Weaves- Su Butler

March 13 - 15, 2014

10AM - 4:30PM

Vestry of Congregational Church, Westborough, MA

Intermediate to Advanced

Limit 14 Students

\$240 for WGB members

\$275 for non-members

Through lecture and hands-on weaving experience, students will learn and understand the sometimes mysterious Tied-Unit weave systems. Students will weave large samples on their own looms; these samples will be cut and shared with the rest of the class, developing a working notebook of different tied-unit weave systems. The goal is to understand how Tied-Unit weaves work, and how they can be used to the advantage of weavers.

This workshop is for Intermediate and advanced students who *must* understand profile drafting. Students *must* have a strong foundation in single warp weave systems (tabby, twills, etc.) and fully understand the components of standard drafting. This class is **NOT** for beginners.

Each student must have an 8 or more shaft loom -- the more shafts, the more design possibilities. All looms must be fully functional and equipment must be familiar to students. Students will dress looms to teacher specifications prior to opening of the workshop. No class time will be devoted to preparing looms. Looms will need a lot of heddles on first four shafts (about 50 per shaft).

Materials Fee \$20.00

We are looking for a host for our March meeting and workshop instructor, Su Butler. She is highly allergic and requires a pet-free and smoke-free environment. Please contact Susan Targove if you are interested in having her stay with you from approximately March 11 through March 16. It is also possible for us to divide her stay between two homes, if 2 or 3 nights would suit you better.

We have some spaces available, currently 7 are signed up.

Kristin Kelly-Munoz, Bulletin, requests any information to be sent before the deadline.

Hetty Friedman, corresponding secretary, brought up the subject of redesigning the weavers guild brochure which is outdated. She suggested we make new color cards (rack cards) which can be placed on racks easily at many locations, as well as distributed by members.

Ro Spinelli spoke that at the March meeting we will discuss the budget in terms of long term planning priorities.

Ro visited Plimoth Plantation. They can have permission and rights to publish the 17th century knitting pattern book if the guild is given credit. All patterns are updated, and some previous patterns are not in it.

The meeting was adjourned at 10:00am

Respectfully submitted,

Mara Taylor

Recording Secretary