

## **WGB Board Meeting**

August 28, 2019

At Beth Guertin's studio: 10:30 AM – 1:35 PM

Attending: Carol McClennen, Linda Snook, Beth Guertin, Julia Flanders, Sue Knowles, Frann Bennett, Sara White, Cindy Gimbert, Hetty Friedman, Diane Chaisson, Joan Paul, Carolyn Ronten, Ginny Hamilton, Florence Feldman-Wood

**Recording Secretary:** Cindy gave a summary of the May Board meeting.

**Introductions:** Members introduced themselves and their roles.

**Treasurer's Report:** Beth distributed a Profit and Loss Statement & a Profit and Loss by Class Statement for July 1 – Aug. 27, 2019. The guild is flush with \$19,000 in the checking account and \$34,937 in Money Market funds. Special workshop money will go into the Money Market account to earn interest until the money is needed. Online workshop sign up is working well. Since July 1, state and federal taxes have been filed online. Corporate officers are updated online. Storage rental has been paid.

Beth has filed and Woolery has accepted the WGB application to be included in the program giving 5% of guild members' purchases from the Woolery back to the guild.

Beth has consolidated various CDs coming due and other funds into a single 6 month CD of \$70,000, which will earn 1.55% interest, a special promotional rate.

The next Yarn Sale is at Beth's Sept. 28. Carol will make sure the date goes out in the next email blast.

Beth will self-print labels for the paper bags for the sale saving the guild 55 cents per bag and ensuring we are no longer using plastic.

The church will be paid \$5290 for meeting space in two installments later in the year, thus rental payment for the upcoming year is not reflected in the current statements. The custodian will be paid \$85/month.

The guild has a new credit card machine.

The LeClerc 60" 8H jack loom donated to the guild is on sale for \$1500. Beth refurbished the loom, using guild funds to buy \$100 of needed parts. The loom is being advertised on the guild loom list and on at least 4 websites.

**Annual Exhibit & Sale:**

Sara summarized Nancy Flood's report on the sale and explained the floor plan of the Weston Art and Innovation Center where the sale will be held this year.

Contract is signed; deposit check was cashed. Construction is finished and the space is light, lively and inviting.

**Set-up:** Thursday Nov. 14. Building access at 9 AM. Drop-off begins at 10 AM.

**Sale:** Nov. 15-17: Friday 10 to 6; Saturday 10 to 6, Sunday 10-3

**Breakdown:** Sunday 3 to 6. Members may pick up their inventory starting at 5. We have access to the building until 6:30.

There is a little parking area for guild rental truck by the front entrance and a small parking lot for about 6 cars on the side of the building for unloading. There will need to be a schedule for unloading.

Several suggestions were made in the discussion, including:

- for theft protection, we may need watchers at doors, stairs, and elevator
- the counter next to the sink could be set up with place settings, napkins, candles and flowers to attract interest & each woven item would be tagged for sale so there would be no confusion that they indeed were for sale
- there might be room for the weaving demo in the lobby
- guild challenge could be in the corner of the reading room, or in the lobby. It was designed for one 6 foot table against the wall.
- asking attendees to fill out a brief survey giving their zip codes is being considered

Nancy's report includes detailed information on the contract, schedule, facility, promotion, guild preparedness and publicity and is broadly summarized below.

**Facility:** The facility has tables we can use. One room may be apparel and the other domestic items. Checkout tables are in the main foyer. Ethernet access in the conference room (which we can use) behind checkout. Small kitchen nook off conference room. Conference room can be guild break area and area for holds. No cleaning is necessary.

**Promotion:** Posters & postcards printed. Sara will promote sale at AIC grand opening Sept. 14. Sandwich board approval is official and we can add sale to town event calendar. We can promote sale at library, which is having a book sale that weekend. Press release has been written. Guild website public pages are live and member pages are being updated.

**Guild Preparedness:** Inventory spreadsheet has been improved, but last year's version will still work. Nancy can print tags for people during fall guild meetings. Rita Steinbach will give selling tips at Oct. Weavers Helping Weavers. Sign up sheet, postcards & posters will be available at fall guild meetings.

**Marketing:** Caroline has talked with Pamela Burrows about prior years' marketing. Caroline will post photos and sale info on Facebook and Instagram. She will contact all New England guilds with publicity, put ads in Weston and

Wellesley papers, post on online calendars and send postcards to the existing mailing list. Guild email blasts will go out on how to contribute items to sale and to remind members of sale dates. This year members will be given a list of 3 or 4 places in their town and asked to put up posters and postcards in these specific places that have been prioritized as targeted venues likely to attract potential customers.

A suggestion was made for next year that we identify our non-profit status on the publicity materials because some venues only allow publicity by non-profits.

**Long Range Financial Planning Committee – Board members/committees submit vision for WGB in 5 years:**

Ideas were handed in and can still be emailed to Beth. Beth wants people to think deeply and widely about what is needed now and may be needed in the future for their committees and the guild (e.g. white board, projector for classes, better computer capability, what do teachers ask for) so WGB can budget wisely for both short- and long-term needs. The committee will meet this fall to consider requests, both immediate and long-term.

**Membership:** Frann reported we have 225 active members, as compared to 238 last year. 201 are regular members. 8 members resigned last year; 38 memberships lapsed. Retention rate for new members is good. Online registration helped increase new membership. We have twice as many new members this year as compared to last year at this time. Susan Targove will send out membership reminders and Frann will be the membership person at the desk for guild meetings. Surveying people whose membership has lapsed was suggested; care must be taken not to harass members for in the past people have complained. Membership sign up forms will be available at the cashier table at the sale and perhaps at the demo loom. It was suggested to reach out to other guilds to let people know that a WGB membership entitles them to sell in our annual sale, the membership fee being a small fee in comparison to many fees for a table at a sale. Board members supported continuing door prizes at guild meetings.

**Website—Online registration, paid ads for textile events:**

The fees to advertise on the website (\$25 members; \$35 non-members) will continue. A community bulletin board on the website will be set up to inform members of textile events, yard sales and other community events. It is suggested we post notices of the new website bulletin board on our Facebook page.

**Bulletin:** Dianne Chaisson said the bulletin went out on time. The next deadline is the end of November. It will be published 4 times this year. She is using Publisher and all is going smoothly.

**Yearbook and Ad Chair:** Sue Knowles reported the yearbook is at the printer and will be distributed at the September meeting. 49 people paid \$10 for the printed version. We have three new advertisers: Gowdey Reeds, Gist Yarns and Label Weavers. Three advertisers did not renew. Let Martha know if you have suggestions for new advertisers. The committee will make an announcement at the guild meeting reminding people that the membership list is now available on the website!

**Nominating:**

Here is the list of Openings from Susan Pippin for May 2020:

Associate Dean

Annual Exhibit and Sale 2nd Assistant Chair

Education Assistant Chair

Nominating Committee Assistant Chair and 2nd Assistant Chair

Public Relations Committee Annual Sale/Marketing position

Librarian Chair (maybe open)

Joan & Ginny both finish their terms on the education committee this spring. Pat Vinter has volunteered to shadow them this year and she will take over as chair next year (Fall 2020). The nominating committee will find an Education Assistant Chair to begin her term Fall 2020. Continuing we will need 1 new person for that committee each year and the commitment will be 1 year as the Assistant Chair followed by 1 year as Chair.

**100<sup>th</sup> Anniversary – Charles River & Fuller:**

The 100<sup>th</sup> Anniversary Celebration will include two major museum exhibits. The nationally and internationally renowned Fuller Craft Museum will host the juried weaving exhibit. The Charles River Museum of Innovation will host the history and education exhibit. Each Museum is excited about hosting its particular exhibit and collaborating with the other museum. The seven committee members are excited and working hard.

**Charles River exhibit:**

Dates TBD

Our guild has 100% control of the exhibit. We can have demos, speakers, and exhibits in all parts of the museum. The gala celebration will be held there. Waltham has capacity for 750 people, or 180-200 people with tables set up. (Fuller would only accommodate 130 people.) We will pay the nonprofit rental fee for the function room and pay for food. We have full access to the mailing list and graphics department. We are responsible for hanging the exhibit.

**Fuller exhibit:**

May 14, 2022 – Sept. 25, 2022

We only pay for the Reception at the Fuller. The exhibit is juried and Fuller has full control over the exhibit, including hanging it. We will have one room at the

Fuller and can sell items in the gift shop. The Call for Artists will go out in November. Each artist may submit up to 3 items. Articles have to have been woven in the last 5 years. Articles not juried into Fuller can be exhibited at Waltham.

It was suggested to have a Guild Field trip for members to each exhibit.

Closer to the exhibit the committee will get in touch with Chronicle and others for coverage. Chronicle needs 1½ to 2 years notice to do a story.

### **Morning Workshops, Special Workshops**

8 workshos are full. 188 people are enrolled in the 21 workshops so far. People can still sign up at meetings. Online registration was a success. The Special workshop with Tom Knisley is full.

The committee is talking to Denise Kovnat about a spring workshop next year, possibly on taquete or a technical aspect of weaving.

The committee is looking into the possibility of an ikat and dye workshop with Marcia Weiss.

**Afternoon Speakers:** Afternoon speakers are all set for this year and the committee is starting to book a few for next year. Approval was given for the purchase of a wireless presentation clicker that would allow the speaker to use a remote to click through Powerpoint slides. The request should be sent to Beth.

**MOTION** proposed by Hetty and seconded, passed.

### **WGB will sponsor a permanent gift award at NEWS.**

The award will go to the best contemporary interpretation of a historic woven structure.

**Social Media:** Caroline will maintain a WGB presence on Facebook, Instagram and Pinterest. The goal is to post at least once per week on all 3 sites. Many groups have contacted WGB asking if weavers could do demos at events. At WGB meetings, there will be a table for signing up to do demos in the community.

DeCordova has asked to borrow looms and for weavers to demo at an upcoming exhibit of work by Sonya Clark. The looms will be in a climate controlled environment, with 24 hour security, They will be insured and the museum will transport them. Before deciding on what WGB can do, the committee will ask for more info and report back at the November meeting. It was suggested that Sonya Clark might be a potential speaker.

### **Outreach, Public Relations:**

Shuttle, Spindle and Dye Pot has contacted WGB to see if we are interested in writing a column for their Guild Spotlight. Caroline will write a column on the upcoming 100<sup>th</sup> anniversary celebration.

Caroline will contact Linda Ligon to see if Handwoven would be interested in a spotlight article about our 100<sup>th</sup> anniversary celebration. She will write a piece to be published before May 2022 if they agree.

She will also check out getting on the HGA website calendar.

### **Education Grants**

Education grantees will give a 10 minute presentation in the afternoon at WGB meetings and write up a short piece for the bulletin,

### **Old Business**

None

### **New Business**

The guild said no to sending out paid email blasts to advertise textile events. Instead, textile events will be posted on a Community Bulletin Board on the website.

### **1:35 Meeting adjourned**

Respectfully submitted,

Cindy Gimbert  
Recording Secretary