

WGB Board 23 August 2017

at Beth Guertin's house, 10:35AM - 12:30PM

Attending: Diane Chaisson, Nancy Barry, Pamela Burrows, Hetty Friedman, Beth Guertin, Sue Knowles, Susan McCarthy, Carol McClennen, Jane Moore, Linda Snook, Dorothy Solbrig, Elizabeth Springett, Susan Targove, Tammy Tatum, Dawne Wimbrow

Treasurer. Beth

The budget for 2017-2018 was distributed. It shows a deficit of \$4088. Susan Targove said some of the numbers are proving to be slightly better than Beth shows.

Membership. Susan T.

We now have 246 members. About 25 people who usually renew have not but still may. Susan distributed lists of volunteers gathered from the membership form to appropriate committees.

Bylaw. Carol

We will have to remove the name of the Textile Museum from the Bylaw section on Outreach.

Outreach.

At present one person seems to do it all. It would be good to expand activity, perhaps by having a committee. It could coordinate demo opportunities with willing weavers. Many of our members already do demonstrations; they should be encouraged to let us know, and their activities reported in the Bulletin. Public libraries, historical societies, Town Day etc. sometimes host demonstrations or exhibits. We could have an article in the Bulletin on how to contact libraries.

Education. Carol.

Morning Workshops are all set. Bonnie Tarses wants students to bring pictures from magazines for a collage. Time is short to notify them, so board members are encouraged to bring appropriate magazines for the Sept. meeting.

Website. Jane

Jane and Sally will retire as web managers in May. They are willing to train replacements. Two are needed, one for coding and one for management. It would be helpful for them to be in place in the spring, when there are a lot of updates.

Licenses. We probably need a subscription to Dreamweaver, and maybe to Photoshop.

The WGB brochure has not been updated. Ownership of it should be Public Relations, not the website.

Fashion Show. Now run by Website committee; should be Assoc. Dean.

WGB Sale Excel sheet. Updates should be include in the Sale chores.

Susan Targove proposed that we move the website to the Squarespace platform. Several people supported the idea. Susan uses it for her business and says it is very easy to set up and manage. You can also set it up to accept credit card charges. Platforms and tools like this did

not exist when our website was set up, but things are easier now. A designer's eye is more important than coding skills. So it may be easier to find someone to take responsibility.

Susan offered to serve on a committee to compare the hosting/template services available, analyze the current page structure of the website, and solicit ideas for the content and structure of the new website, then make a recommendation to the board for moving forward.

Yearbook

Is at the printer.

Retail book sales: Joan Rauch; Beth is backup. Joan can't get to meetings, which makes logistics difficult.

Vendor ads (Dawne). 18 this year. We started late this year. Dawne feels the offerings to vendors are great, especially the email blast. She thinks we can recruit more vendors. The list she started with needs updating. She suggested we ask members to suggest vendors they deal with.

Annual Sale. Elizabeth

Elizabeth has worked with Judith Shangold to make signs, flags, posters, postcards. Signs will go around the church and cemetery. No sandwich boards allowed in Wellesley, but will talk to Weston about sandwich boards there. Packets are available for yarn stores. Beth is lending 20 tables. A van has been rented. Parking info is on the website; info on train stop to be added.

Publicity. Pamela

Sale info will be on Facebook and in local papers one week before. Will place posters in Wellesley College, Babson, community college. Susan T. and Laurie Autio administer the FB page. Past customers found out about the sale mostly through postcards & friends, some from signs, ads. Susan T. reported that the NEWS survey indicated about 60% of participants use FB, 30% Instagram, 60% occasionally use Pinterest.

Nominating. Susan McCarthy

If your term is expiring, please let a member of the Nominating Committee know. We need a NEWS rep. and people for a committee on website revamp.

NEXT MEETING

December 13, 2017 at Beth Guertin's house

Submitted by Dorothy Solbrig