

WGB Board  
22 May 2019

Board meeting commenced at 10:38 AM at Beth Guertin's house, 49 Pleasant St., Waltham, MA.

Attending: Frann Bennett, Diane Chaisson, Julia Flanders, Nancy Flood, Hetty Friedman, Beth Guertin, Sue Knowles, Carol McClennen, Joan Paul, Susan Pippin, Caroline Ronten, Martha Rossman, Helen Sandoz, Linda Snook, Sara White

**Introduction of Board Members.** Carol asked everyone to introduce themselves and their role on the board for the new board members.

**Award.** Helen Sandoz was awarded the Rosie Corey Weaving Life Award because she had missed the May general meeting when awards were given out.

**Annual Sale.** Nancy reported that the Weston Arts & Innovation Center had approached us to view their new venue which is the former Weston Public Library. This building had been closed for 25 years. After an \$11 million renovation it is ready to reopen in mid-2019 under the auspices of the public library as a new generation maker space with many opportunities for teaching, exhibiting, and learning. The WAIC does not have a phone line for the credit card machine.

Nancy talked to Meg Sweeney at the Wellesley Village Church to let her know that we have another option for the location of the annual sale. They are okay with us going to another place. The Wellesley Church have renovations to focus on that are starting in May. Both options are open for now.

Target dates for the annual sale are November 14-17, 2019 for both places. It is after Veteran's Day and before Thanksgiving, and thought to be a good shopping weekend.

Carol said that this venue change has caused some angst, but hopes that we can all move forward. She thanked the sale committee for their outstanding job of vetting venues for the sale.

There is potential to make a big splash opening in the form of a reception on Thursday evening.

Sara suggested that we ask for \$50 donations from local businesses for fundraising, though Beth pointed out that it would not be tax deductible because we are an association, not a 401-3C. Hetty suggested having the reception on Friday evening instead because we have had difficulty with some people coming too early on Thursday.

Sara presented an idea to have weaving students from Mass Art & UMassDartmouth exhibit their weaving at the sale. Hetty thought that a better idea may be to have them come and have a docent tour of the sale.

**Recording Secretary.** Carol read a summary of the March Board meeting minutes.

**Treasurer.** Beth discussed the purchase of a new credit card machine through TD Bank. It is called SV130 which requires an electrical outlet to plug into and costs \$350. (It does not require a telephone jack) It would be a new 2-year contract for the credit card machine, and the machine we have currently would need to be replaced in 2020 anyways. This credit card machine will print a receipt and will allow for the transactions to be in our bank account in a short period of time.

The cost of another model of this brand that would provide an itemized receipt is \$600 and she did not think it necessary at this time. There are other options that are not as appealing: If we wanted to use Stripe, we would have to purchase a phone and wait 5+ days before the funds were in our bank account. Square and other types can take up to 3 months for funds to be placed in our bank account.

Beth thought that the idea of using a scanner with bar codes for the sale inventory was an additional expense that was not necessary at this time and that the preprinted tags worked well.

Carol suggested that we postpone making the decision about the credit card purchase until the August Board Meeting.

The checking account currently has \$5,412.38, the savings account has \$38,016.14. The bank requires a minimum balance in the checking account of \$1,500, but Beth keeps \$5,000 in it to be on the safe side.

We have five CD's: three are due in August 2019, two are due in June & August 2020.

Of the three due in August 2019:

1. 5 year CD = \$15,655
2. 2 year CD = \$25,522
3. 1 year CD = \$25,458

The total is \$66,635.

The other two CD's are:

1. \$15,587
2. \$20,384 (from the IBM stock sold last year-designated for the 100<sup>th</sup>)

Martha asked about the expenses for the 100<sup>th</sup> Anniversary. Beth said that \$20,000 should cover the expenses – we would pay for a public reception at the Fuller Craft Museum and perhaps a resource book to sell that we would have to front the cost of.

Helen suggested using AMEX to hold money until the rates are known. They have a high yield of 2.5%. Beth said that our guild, as a corporation, may not be eligible.

There was discussion on how to apportion the CD's. Beth will not know what the new CD rates will be until closer to August 2019.

**MOTION proposed by Julia, seconded by Helen, passed:  
The treasurer has the authority to adjust the CD's to get the best rate for the three CD's that are coming up for renewal in August 2019.**

Beth was asked at the general meeting if pens & pencils with WGB logo on them could be available at meetings. Caroline said that this was used in marketing at conferences and as outreach, but questions the value for the guild. Perhaps they could be sold to members or part of a swag bag to those who pay a donation, etc. Nancy suggested that we table the decision until more people ask for it.

**Long Range Planning Committee.** Carol stated that the Long Range Planning Committee is under assignments in the yearbook. It had morphed over the years into the 100<sup>th</sup> Anniversary Committee. Now the Long Range Financial Planning Committee will be separate and become active. It will have 6 members: Carol McClennen, Beth Guertin, Diane Chaisson, Julia Flanders, Susan Pippin, and Linda Snook.

Beth said that the Long Range Planning Committee was started several years ago when Beth proposed a five-year plan. It was based on the premise that the guild needed more spirit. Café Press was started. It is a website where we have an account for members to purchase items with the guild logo, such as mugs, bags, sweatshirts, etc. We made money then, but not much now. This can be revisited. The 100<sup>th</sup> Anniversary became the focus after that.

This Long Range Financial Planning Committee will look at where we create income: membership dues, annual sale, morning workshops, special workshop, yarn sales, CD's, as well as where we incur expenses: library, afternoon speakers, yearbook, bulletin, outreach, website, insurance, rent, storage unit, etc.

Beth handed out an outline for the board members to follow asking each committee to write down where WGB should be in 5 years, to dream about how they see the guild in 2024, after the 100<sup>th</sup>. She asks them to write a 5 year budget with a wish list of projected expenses, income, goals with a look at how to increase member numbers and diversity. (For example: the library should be insured, and it would be ideal to be in a climate controlled environment) The answers will be collected at the August 28 board meeting and reviewed by the Long Range Financial Committee in the fall when they meet.

**Membership.** Frann reported that there were 15 people who renewed their membership at the May meeting. Beth asked if we could have an up-to-date membership list in excel on the website so we could download and print out what is needed (usually not the entire information). Helen said she would work on that. Frann said it was useful and more user-friendly to have the membership list on the website. She will work with Helen to update the membership list and its' ease of use.

Helen said she would work on a database to automatically send out the membership information sheet when individuals pay for their dues. The current membership list is on Susan Targove's computer, but would be better if it is also on the website. That way it would be accessible to those who need a current list in real time.

**Website.** Helen's deadline for having content up on the website for next year's programs, etc. is July 1<sup>st</sup>. Therefore, she needs education content, etc. to be submitted to her by June 15<sup>th</sup> in order to have time to build it. The board decided to also move up the deadline for submission to the yearbook and bulletin to be the same date, June 15<sup>th</sup>.

For sponsors, the yearbook ad is \$60/the website ad is \$25. The ad timeframe for the annual sponsorship is Sept 1 – Aug 31. Helen thought the website ads were more accessible to be seen than the yearbook. Beth said that the ad costs needed to be simplified.

Martha Rossman agreed to take on Ad Chair and will work to simplify the pricing.

Hetty added that we should promote the website to members who have not signed up for the member access. Helen has set up a help desk at guild meetings to assist members to sign up.

**Yearbook.** Sue Knowles handed out an outline for submissions to the yearbook and a timeline. After discussion, it was determined that the deadline should be changed to June 15<sup>th</sup> to match the website deadline.

Helen has revised the 'directions by car' on the website, and the yearbook should be changed accordingly. For yearbook ads, Martha will add a checkbox if someone wants to have an ad on the website. Helen asked if there is a different amount if the person pays for the ad by check or by credit card because of the added fee we pay for the credit card payment. At present, ads cost \$55 for a half page, \$85 for a full page in the yearbook. It was decided to leave the costs the same for the coming year.

**Nominating.** Susan Pippin handed out an open positions list as well as a list of current committees and officers. Still open are 2<sup>nd</sup> Assistant Nominating and Annual Sale Marketing. For the Sale Marketing position, it was decided to be left open for now and Caroline (Publicity) & Sara White (2<sup>nd</sup> Asst Sale Chair) will coordinate the tasks. We will decide at a future date whether to eliminate this position. It will need a motion and vote to make this change.

**100<sup>th</sup> Anniversary.** Beth is waiting to hear back from the Fuller Craft Museum as to what the exhibit will look like before calling for entries. There will be a history part that is non-juried. The Fuller is currently undergoing a new strategic plan and adding more directors to broaden its' reach. There is a Basketry Exhibit there now May 15 – Aug 11.

The guild challenges for 2020-2021 & 2021-2022 will focus on the exhibit and include the concept of 100 floating scarves. At present the exhibit opening is scheduled for May 14, 2022.

**Publicity.** Caroline proposed advertising the annual sale in the Boston Globe, on television - Chronicle or Open Studio on PBS, media outlets, in local Boston area magazines, etc. Sue Knowles also suggested publications or websites where events are listed.

**Plimoth Plantation.** Carol reported that Marni Smith will be our representative for Plimoth and liason with the directors and staff there. We met at Plimoth last month and Marni has prepared the draft and provided yarn for two blankets. They will be woven by Diane Chaisson and Penny LaCroix.

**Education Grants.** Martha reported that we have given out grants in the past few years to Peg Schaefer – class at Marshfield, Susan Broadmoor – class with Jason Collingwood, and Chevon Kelleher – classes at NEWS (most recent). Carol & Beth discussed whether recipients should do more than a 10-20 minute presentation, i.e.: write an article for the bulletin, weave a sample, teach a morning workshop. Requirements may need to be changed on the form. Martha will review.

**NEWS.** Carol reported that WGB is responsible for sitting exhibits at NEWS this year in July 2019 and asked those who are attending to please volunteer.

**Dates for future board meetings:**

Aug 28, 2019  
Dec 11, 2019  
March 25, 2020  
May 27, 2020

Board Meeting adjourned at 1:26 PM

Respectfully submitted,

Linda Snook, Associate Dean