

WGB Board  
12 December 2018

at Beth Guertin's house, 10:30AM - 1:50 PM

*Attending:* Carol McClennen, Pamela Burrows, Diane Chaisson, Julia Flanders, Nancy Flood, Hetty Friedman, Beth Guertin, Ginny Hamilton, Sue Knowles, Joan Paul, Susan Pippin, Martha Rossman, Helen Sandoz, Marnie Smith, Linda Snook, Dorothy Solbrig, Elizabeth Springett

**Recording Sec'y.** Dorothy gave summaries of the August Board meeting and the special Board meeting in October.

**Treasurer.** Beth distributed a profit and loss statement. She hopes that with the yard/meeting sales, including the February sale, we will break even for the year.

**Annual Sale.** Nancy, Elizabeth

Income from the annual sale was disappointing. There was bad weather on Saturday; some usual big spenders were not there this year. We could use more variety, less repetition from year to year. Some customers asked about baby wraps. Beth was emphatic that we can't offer baby wraps because that would increase our insurance dramatically.

*\*\*The committee will study the issue of allowing additional crafts and come back to the board with a proposal.*

Security is an issue. Things have disappeared. Members with floor duty should be watching customers, to help and to prevent theft. Rita has offered to give a class/workshop on sales. Everyone who works the floor should take the class.

Location. The church plans reconstruction of the room we use; it's not sure when, hope for summer. They would like it done for their annual rummage sale. Perhaps we could have the sale after that, the second weekend of November, which is Vet. Day weekend.

The Sale committee could use another person for marketing.

They want to try for barcodes on items to improve tracking of sales and inventory.

**Website.** Helen

Helen has an agreement with Diana to exchange notifications of new listings for used looms & equipment. She stopped at Diana's house (on her way to her NH home) to get the list from Diana's computer. It didn't transfer, but she got a printed list and contacted sellers to let them know they can list with us. We have 13 sellers and 14 looms listed now.

Helen suggested a separate tab on the home page for the used loom list. Changes on the home page have to be approved by the Dean; the Dean so approved.

Helen thinks the home page needs to be more interesting, so people don't see the same thing all the time. Photos that change? A banner that changes? Video of someone weaving? She would like input.

There is a list for people to sign up for an email on the Annual Sale, which has 21 people. The email was not sent this year—a job for the sales marketing person. Helen will forward the list to the Sale committee.

There are 140 members of the site, of whom 78 bought workshops. \$7045 generated in revenue. Helen needs to know when workshop spaces are filled by mail, so she can correct the number of open places.

**Bulletin.** Diane

Members pay for ads, \$25 for a 2x3" ad; nonmembers pay more. The question came up; a notice will be included in the Bulletin.

**100th Anniversary**

Members of the steering committee had an encouraging meeting with Michael at the Fuller. He has worked with other groups and is sympathetic to our concerns about the theme. Once we decide on the theme, he will handle the specific call for entries. They have a focused fiber person on the staff. We need to be on our A-game in terms of theme and inspiring people to submit. We aim to announce the theme in March, and the call for entries will go out in October. Pieces will be due October 2021. We are thinking about a challenge for next year, along the lines of: choose a decade, pick music from that decade for inspiration, use colors from that decade. There will be a main theme, with five sub-themes with a historical bent. The store manager will be looking for fiber products to sell. Our show will occur May 14 to mid Sept., their busiest time of year.

**Nominating.** Susan Pippin

Susan asked about the relationship of the various PR positions. Pamela said she thinks the PR committee should be expanded to include people for social media and PR for the Annual Sale.

**Motion** proposed by Pamela, seconded by Julia, passed: **That the Public Relations position be expanded to a committee of 3 to include the chair, responsible for overall PR; a person responsible for social media; and a person to handle marketing for the Annual Sale.**

Staggered terms. The committee should coordinate with the Sale committee and the Website.

Helen said Susan Targove has been a consultant on the website. If she does not want to continue, Helen needs a person for backup, to cover if Helen is traveling, etc.

**Morning workshops.** Joan

Two workshops that were cancelled this year will be offered again next year. Other topics: navigating the exhibit process, overshot, rug finishes, making greeting cards.

**Afternoon speakers.** Linda

Linda asked to check the calendar for next year. The 2d Wed. of October is Yom Kippur, so we'll meet on 2 Oct. So: 9/11, 10/2, 11/13, 2/12, 3/11, 3/12-14 for Kniseley workshop, 4/8 (Passover), 5/13. Speakers are Sanborn on Shaker textiles, Fuller in Oct., Lucienne Coifman, Kniseley, someone from URI on future textiles.

The special workshop for the spring is full. We need to collect the workshop materials fee, a check payable to Sarah and sent to Beth. [should be sent to Linda]

We hope to get Madelyn van der Hoogt for the special workshop during the 100th. For the 2022-23 year, we want special speakers; should we start asking? Who? Names mentioned: Sharon Alderman, Jane Patrick, Jason Collingwood, Edward Mader, Robin Spady

On the website, when the special workshop is sold out, can we have a waitlist button?

**Outreach.** Linda and Carol went to Plimouth and met with four people there (including Marnie). They mentioned a new project building a 1680 house, and needing textiles for the house and for the *Mayflower*. For the ship there will be ideas and samples by the spring. The house is more vague, but current deadline is one year from spring 2019. Linda and Carol felt the trip solidified the relationship. We have a list of weavers willing to weave.

**Education grants.** Martha. Where can we fit in the “giving back” requirement for grant recipients? A short presentation, 5-10 minutes, at the May meeting could be an option. If desired, notify Carol by the end of April.

**Yearbook.** Duplicate yearbooks were distributed to some new members, by Susan at the meeting and by Beth by mail. Many new members do not want paper. Printing yearbooks cost \$750 for 180 books. Suggest an article for the bulletin that we are thinking of going to an online yearbook, with the option of people printing their own. That would require every member to be registered on the website. Beth would like to charge for yearbooks in the next cycle. Individual printing would be easier in a 8.5 x 11 format.

*\*\* Carol will talk to Susan Targove*

**Host/greeter signup sheet** was passed around for signups.

#### NEXT MEETING

March 27, 2019 at 10:30 at Beth Guertin's house

#### **Next meetings**

March 27, 2019

May 22, 2019

Aug 28, 2019

*Submitted by Dorothy Solbrig*