

Weavers Guild of Minnesota Board Meeting Minutes. April 30, 2015

Attending: Becky Franklin, Robbie LaFleur, Karen Hovermale, Lisa Bauch, Debbie Heilig, Gayle Groebner, Cassie Warholm-Wohlenhaus, Robyn Husebye, Susan Larson-Fleming, Peter Withoff, Cynthia Scott

Conflicts of interest: none

Minutes. The March minutes, taken by Ellen Richard in Robbie's absence, were not printed out, and will be approved at the May meeting.

Treasurer's report was distributed by Karen Hovermale. (The full report with graphs is posted separately.)

Net Ordinary Income

Ordinary income for March was \$17,073 unfavorable to Budget; YTD net income is \$32,875 which is \$11,797 favorable to Budget. Rent appears to be one month behind, but was the caused by a mismatch between some bills & payments which was corrected and will no longer be a problem.

We are current on all rent.

The Balance sheet showed a large drop in the checking account of nearly \$29,000 and a jump in inventory from \$12,708 to \$20,702. Explanation:

1. March saw the overlap of Robbie contracted work in February and the first part of March with the March payroll of regular staff, resulting in \$3650 more than anticipated. Contractor expenses will be moved from Other (7050 – Professional Services) to Personnel (6015 – Contractors) to more accurately reflect these expenses and to see what happened.
2. We paid rent for both February and March in March, because we did not receive a bill for February.
3. The management consulting grant dollars from MRAC (\$1500) were received in October, and the project expenses (\$2000) came due in March. This is for the Mission Money Matrix project with MAP
4. Like normal, we paid teacher salaries in March and had collected tuition for those classes in Jan / Feb. Normal lag for this time of year. It should catch up when the summer catalog comes out and we start collecting tuition for those classes.
5. Inventory Asset jump due to a big supply of perle cotton was ordered, as we were low - it was last ordered in September. Brassard was also ordered in March, but there was an outstanding balance from December for which the paperwork could not be found so both bills paid in March. There were no penalties and this should not be a problem as staffing is now stable.

Stock gift: The first ever stock gift to the WGM was completed and the money deposited into the checking account 4/17/2015.

Becky Franklin reported on office activities. Aoife has been such an asset. She learned Membee in 30 seconds and was super helpful during the office space reshuffling. We have not negotiated our lease with the TC yet, but we were asked for a \$100 increase. The Textile Center is also looking at possible space reallocations in the future, something that should prompt us to consider our space needs for the future. Becky plans to roll out a sustaining membership program next month. Advantages? It will bring in money on a regular basis, and help with people who forget. It seems like a good program. The board requested that Becky bring copies of the email and promotional materials to the next board meeting, so that we can make suggestions.

Other points:

- Aoife Roberts began her regular hours as Guild Assistant - Wednesday-Friday, 12-5pm and Saturday 10am-5pm. She is organizing training sessions for individuals interested in volunteering in the office on Mondays and Tuesdays, during Midwest, and when she is out.
- Cindi Paulsen's going away party is on April 28.
- We remodeled the office, allowing for more space in the main thoroughfare and increasing ADA access. And, staff are more comfortable.
- The TC Board and Karl are assessing space utilization, to determine occupancy costs, opportunities for revenue, and scenarios of a remodeled Center. A WGM task group will form to assess our space needs.
- The launch of A Thread Through Time is on May 14 at 6pm. The event will include a book signing by the artists, hors d'oeuvres, and presentations by the editor Lucy Brusic and book contributor and Textile Center founder Margaret Miller.
- We are partnering with the Hennepin History Museum to provide hands-on activities at Craftstravaganza on May 9.
- Thanks to the great effort by WGM volunteers who set up/took down and staffed the WGM-Textile Center booth at the American Craft Council show. We were represented well!
- We hosted the City of Minneapolis Arts and Culture department for a Data Jam on March 24, when we introduced artists and art advocates to the Guild.
- We are returning Shepherd's Harvest this year.

Education report. This is Jennifer Nicklay's submitted report.

Education Update:

The summer schedule is now up and open for registration on the website and in our print catalogs. We did a final push to release the schedule (in

the midst of our re-model) so that we could have catalogs at the ACC booth. This ended up a smashing success, as all 100 printed catalogs were taken by ACC attendees and several people registered for classes right after the ACC show.

We have some very exciting opportunities coming up.

- The MIA, TC, and WGM will [hopefully!] be partnering to bring Navajo weaver DY Begay - plus two additional instructors - to the Twin Cities in 2016 or 2017. We're currently working with MIA and TC to determine goals, funding opportunities, etc.
- There has been a lot of interest - among teachers and potential participants - in youth/teen classes at WGM. I'm talking to interested folks, with the goal of having a couple classes to offer in the fall.
- Based on focus group feedback from spinning instructors and aficionados, we're looking to change the structure of our advanced spinning curriculum to have shorter, more frequent technique classes.

We'll be devoting part of May to getting the office, classrooms, and Fiber Source in tip-top shape for MWC. This will involve organizing our supplies, cleaning our rooms, and spa-days for the equipment.

I'll also soon be contacting instructors to plan for fall - we already have a couple classes scheduled - and holding focus groups with the teachers. With MWC taking most of the attention through June, though, I anticipate that the fall course schedule will come in July rather than the end of June.

Outreach

Over the last two months, I've been taking in a lot of information about the different ideas for outreach programming that Guild members have thought of. There seem to be four main areas:

- 1 Tours and activities at the Guild. This would entail having set pricing and programming for outside groups to come into the Guild. Examples of groups include 4-H groups, Girl Scouts, college classes, etc.
- 2 Demonstrations. Obviously, the State Fair is our big one, but we've also got the ACC, Craftstravaganza, etc.
- 3 Members in the community. We get A LOT of requests for help setting up looms for organizations, or fixing looms, etc.
- 4 Classes in the community. Going to other organizations and teaching courses.

Developing these areas is largely on hold for at least the next month, as I'm focused on learning as much as I can and keeping our existing programming and partnerships growing successfully.

On the whole, I feel like I'm settling in well at WGM - I learn so much every day, meet new people, and am getting to know the folks who are frequently at the Guild!

Committee reports:

Volunteer. (Robbie) Volunteer recognition will be handled a bit differently this year, prompted by the fact that the book launch is scheduled for the May meeting. Recognition will be handled via the Draft.

Development. Recently we submitted two grants to MRAC, one for the educational program, one for artist development activities. Becky wrote two grants this week, Anderson Foundation and one to the Harlan Boss foundation, to support educational programming. Becky has been having meetings with individual donors. We are investigating getting a corporate sponsor for Fiber Fair. Fiber Fair was a good choice because we can tell potential donors about the large number of people who frequent the event. We have a meeting with the Margaret Cargill Foundation on July 10; they have a new program on Scandinavian Folk Art and Culture; Becky, Robbie LaFleur and Jan Mostrom will attend. Re: the book launch. We received a grant to support publication of the book, and it required a match. We were able to meet the match already through the fundraising effort last fall with pre-sales of the book.

Finance: The preliminary FY16 budget, developed with the input of several board/committee members, was distributed, characterized by Peter Witthoff as conservative. The final budget will be approved by the board at the May meeting.

Karen noted that we have completed our first successful stock donation, figuring out a process and converting the stock to cash.

Education: No report

Fiber Source: No report

Fiber Fair: Debbie Heilig and Ellen Richard are making great progress "and documenting the heck out of everything. We'll have a repeatable process." One idea they come up with for driving Sunday sales is having authors of fiber-related books do a book signing.

Membership: None

Communications: None

Exhibits: Beth McLaughlin is soliciting interest group leaders to submit pieces to be displayed in vitrines at an exhibit in the O'Shaunnesy Auditorium at the University of St. Thomas this summer. (The main exhibit will be of the latest rag rug group challenge.) The exhibit, "Partners in Color: Fiber and Mosaic," a collaborative exhibit with Mosaic on a Stick, has the opening celebration on May

21. Another exhibit celebrating the Guild's 75th anniversary will be at the Hennepin History Museum.

Personnel. Donna and Cindy and Becky have been working to create a comprehensive and longitudinal set of documents about staffing the office, about the staff over time.

Equipment: None.

Archives: Susan has taken a number of materials from the Archives for the exhibit at the Hennepin History Museum this summer.

Library: None

Strategic Planning Update: The Strategic Planning committee met for a breakfast meeting. They have a draft of the executive summary. They have come up with a structure for the document that allows general summaries of the focus areas and then attachments.

The discussion of a board member profile will take place in May.