

GMRHG
Board of Directors Meeting
November 3, 2017
Home of Carol Gibson

Present: Jennifer Davey, Gina Steen, Janice McKnight, Biffie Gallant, Carol Gibson, Jane Griswold, Sandy Haller, and Sue Girouard

Meeting was called to order by the GMRHG President, Jennifer Davey.

Minutes from North Hero meeting were reviewed and accepted as submitted.

Upcoming Board Elections:

- Vice President remains open
- Members-at-large: Carol Gibson and Dayle Wheeler
- We do not have a Program Chair
- Barb Ackemann has agreed to do Communications (Newsletter and website Management)

Financial Report:

- Our new insurance has been reduced in cost \$1,000
- Discussion about whether we need additional insurance for the Show
- Question about why we have 2 storage units
- Explored options for storage – Booska's, Fair Grounds
- Question about why we have 2 websites
- Still some bugs in Membership payment process

Education Report:

- Sue Girouard reported that we had a presence at the Shelburne Farms Fall Festival.
- Discussion about our Beginners Kits. Sue has improved the quality of the Kits. She is looking for donations of bright colored noodles in cut 5 or 6
- Kits will be available to those who plan to teach or who have an interest in the Guild. Kits will cost \$10.00 for adults and free to children. Our cost is \$7.28 per Kit

Membership Report:

- Janice McKnight is taking over this responsibility. She is in the process of learning the system.

Membership Report ()continued):

- Need to improve communications between Membership Chair and the Treasurer to keep track of when payments are made.
- Currently have 339 members

Newsletter/Communications:

- Barb Ackemann has agreed to manage this responsibility.
- Discussion around more Board members being trained on how to get into the website. Who should have access?
 - Decided: President, Vice President, Membership Chair, Treasurer, Barb Ackemann and Kathy Sweeten
- A separate meeting with Barb Ackemann will be planned to train these officers
- Jan Griswold has offered to manage our communications on Facebook to publicize information about the Guild, events, and the Show

General Overview od the Guild:

- With no Program Chair we will delegate members who are willing to take charge of our 3 hook-ins each year. This worked well with the one tomorrow (11/4/2017) organized by Jane Griswold and Gail LaPiere
- Need to make Show financially viable or this could be the last one
- Need to get more rugs; last Show only had 220. In the past we have had as as many as 800

The Show Report:

- Budget;
 - Reviewed estimated costs
 - How can we reduce costs?
 - Student workers from Essex, Lamoille of Johnson State College
- Advertising Costs:
 - We have 10,000 Post cards. We will hold back a portion of these until closer to the Show
 - Placing ads in Atha and Rug Hooking magazines
 - Sue Girouard discussed advice she was given about contracting with larger organizations that can get us access to other advertising venues, e.g., Burlington Free Press
 - How much do we want to spend on publicity? We still need someone with experience within this area to help us.
 - Not sure if we will use the Expo's advertising resources or go elsewhere
- Hook-in During the Show;
 - Should we charge or not? Decided no after much discussion
 - Free admission if you have a rug in the show

- Hook-in During the Show (continued);
 - No rug in the Show – pay admission to the Show and get in free to Hook-in
 - We will have a donation jar
 - No refreshments
- Admission Cost for the Show:
 - Adult - \$10.00
 - Senior and students - \$8.00
 - Multi-day pass - \$18.00; students and seniors - \$15.00
 - Children under 12 – free
 - Rug in the Show – free
- Theme:
 - Wish Upon A Star decided as the theme.
 - We will offer a Star Challenge to members
- Vendors:
 - Discussed design
 - How to handle too many vendors
 - Deposits will be non-refundable
- Opening Reception:
 - We need a volunteer to organize this
 - We will most likely have a bartender
 - Food will be simple and mostly donations
- Workshops:
 - Each featured artist will offer one
 - Diane Burgess wants to do a Beginners Class
 - We still are looking for a big-draw teacher as Wanda Kerr did not work out
 - Still no volunteer to coordinate this so Jenn and Gina will probably do it
- Rug Registration:
 - Sue Girouard has this under control
- Speakers:
 - Sue Girouard has this under control

To Do:

- Biffie to check with Kathy Sweeten and/or Barb Ackemann regarding 2 websites
- Janice is working out bugs in payment process
- Sue will contact Lamoille Union to see if students are interested in wall construction, lighting, etc.
- Gina will look into students at Johnson State college getting involved in set design

To Do (continued):

- Sue Girouard will continue to explore Burlington Free Press for advertising and try to set up a meeting to discuss our options and costs
- Jane will continue to manage the front desk
- Biffie will take over Guild table
- Jenn and Gina will coordinate workshops and Hook-in

Meeting adjourned

Respectfully submitted,

Sandy Haller
Secretary

ADDENDUM to the November 3, 2017 Board Meeting Minutes

Upcoming Board Elections:

- Vice President: Subsequent to our Board Meeting on November 3, 2017 Donna Delude offered to assume the position of Vice President for the GMRHG. The Board's members held a special election and Donna was elected by a unanimous vote.

Respectfully submitted,

Sandy Haller
Secretary