

RGVQG BOARD MEETING MINUTES

June 7, 2023

Present; Laurie Magee, Lila Helm, Evelyn Fincher, Josie McVey, Marsha Santow, Debbie Williams, Mike Hall, Bonnie Hall, Kathe Letulle, Jean Waufle, Diana Wolf, Susan Coleman, Jan Randeau, Dale Shafer, Leslie Lorenzo, Jackie Landon

The meeting was called to order at 9:34.

Secretary's report will be filed after the corrections were made.

Treasurer's report will be placed on file for audit.

Membership – Debbie Williams – We have added 2 new members and 1 renewal. Current membership is 233. We had some discussion about membership cards. Diana Wolf may have a spreadsheet that we can use to print membership cards. Bonnie Hall and Diana Wolf will get together to create something.

Programs – Jan Rondeau – Rhonda Pierce will be joining us on Zoom with a presentation on Schmitz Needles. We will retry a presentation on barn quilts by Suzie Perron at our July meeting.

Webmaster – Bonnie Hall – New membership forms already discussed.

Bee Keeper – Diana Wolf – Efforts continue to work with various bees.

BOM – Absent

Community Service – Absent

Newsletter – Absent

Fat Quarter Draw – Absent

Publicity – Absent

Library – Susan Coleman – Nothing new to report

Military Service – Evelyn Fincher – She states that she needs volunteers to quilt the tops. Lucy would like to know what her balance is with her budget. Mike Hall will send an e-mail.

Nominating Committee – Diana Wolf – she has been approaching people to fill the positions.

Retreats – Kathe Letulle – they are full and waiting lists are filling up

Schoolhouse – Dale Shafer and Nancy Malmin – Tuesday before the Saturday guild meeting will be the class day. Classes will be held at Pharr South. Paula McCutchan will repeat her class on cork wallets.

Sunshine & Shadows – Jackie Landon- she gave her report on the cards she has sent out. Cards were sent to Lila Helm for the death of her nephew, Diana South, husband died from cancer, Mike Hall had thyroid surgery, Carrah Maney had thumb surgery, Missing you cards were sent to Rick and Suebee Redd, Lila Helm for heart issue.

Show and Tell – Bonnie Hall has pictures of quilts to be given out

Quilt Show – Jean Waufle – Contract has been paid for this year. No show board meeting in July. Proposed budget is posted on the report.

NEW BUSINESS: Diana Wolf

New Business Discussion about the location of the 2025 Quilt Show.

Thoughts for 2025 in Mar 2023

I only want what is best for the Guild, and feel the Guild membership should make the decision.

Next year's show, 2024, will be at the South Padre Convention Center. Laurie Magee is a dedicated and committed person to the Quilt Show. She and her committee members have put in countless hours for past shows and will likely do the same this and in following years.

However, we can begin to examine options for future shows, 2025 and beyond.

The purpose of the Show is to raise funds for the Guild, and this fundraising event supports many of our activities.

Present

Our members are getting older, and our membership does not seem to be growing very much.

We may want to start to focus more precisely on the purposes of the Guild which are education and community service. We support our Military Service Quilts committee and it does have a significant part of our budget. It is a project near and dear to many members. We also donate quilts to other community non-profit organizations. It is not well funded.

A Community Service exhibit has not been present at the last couple of shows, especially one that reflects the Guild's interest in Military Service Quilts. I doubt most attendees look up at the Quilt tops in the Padre big hall, and my understanding that next year this would cost an extra \$1000.00 to put them around the big hall, an expense we are likely to omit. There may be different ways to show the Guild's efforts towards veterans. We have a very few volunteers assembling quilts, few quilting the tops and few funding fabric purchases. MSQ has been depending largely upon donations of time, effort and funding from outside community groups and individuals. We may be close to burning out these special members.

Education occurs at our General Meetings and comes with costs to rent space and provide speaker fees. Education also occurs at the Quilt show when we have national speakers and during the special exhibits there. A Show that produces more revenue makes it possible for the Guild to provide better member benefits.

For many years, members have put in many hours and much effort into our Quilt Show. Forty years ago, likely we were the only quilt show in the Valley. Presently, several parks have their own shows and are in competition. Last year we had 550 hours volunteered by the members to help with the Show to generate \$4400 dollars. That means each volunteer generated about \$8 per hour for their 2.5 hour shift.

Another way to look at it. This last year, \$4400 divided by 200 members means we raised an average of \$22.50 per member.

This does not include the many hours served by the Show Committee, or the many hours by members making things for the Silent Auction, Totes and More, or the Boutique.

We have gained members recently but are not up to the 425 we once had. We are presently, I think, slightly over 220 members. Members are being asked to contribute more time, and make more items for free to be sold or raffled. We have fewer members available to make these items.

At some point, the membership will decide the effort is not worth the revenue generated. We are not there yet, but that day may come.

The Guild could use our Quilt Show to promote membership, increase interest in the craft of quilting, and raise interest in making things to donate to other non-profit organizations. Many Bees do this, but there is little publicity about these efforts.

Trends:

None of us are getting younger.

Membership is not growing.

Inflation is driving prices up for almost everything.

We have fewer members who are being asked to do more.

What does this tell us? It says it's getting harder and harder to raise money this way.

We can explore several options. Some discussions have considered:

Modify the show

Modify the venue

Modify the schedule to something less than annually

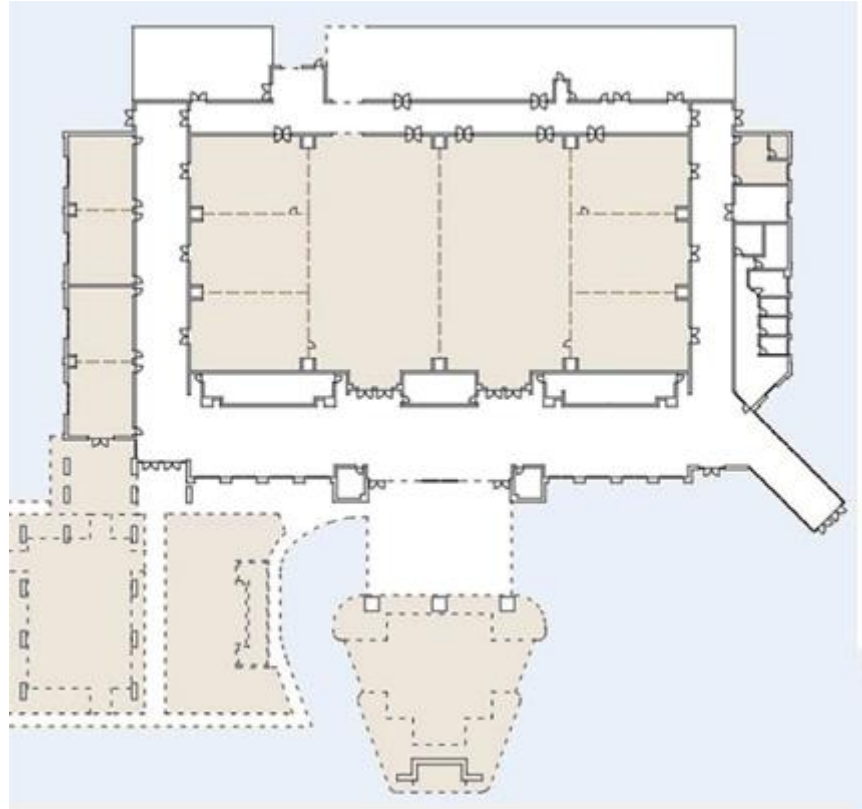
Modify our dues and hope enough members pay so a Quilt Show is not needed each year.

There are other options too.

We can gather information during the 2024 Quilt Show to learn where we can make improvements (who attends and where do they live, better promote membership, make more sales, what would be more appealing exhibits) and where our advertising dollars give us the biggest bang for our bucks. What volunteer efforts by the Quilt Show committee have the biggest impact to make the Quilt Show more successful in attendance, and in dollars realized?

Other pricing

The devil is always in the details. It is an assumption that other expenses, such as labor (security and transportation of supplies within the convention area) pipe and drape and so forth will remain largely the same. This is a big assumption. We would need to check and contract for these services carefully.



Harlingen Convention Center is very close in price to our cost for space rental at South Padre Island Convention Center. Their charges do not include pipe and drape, and we will have to find and meet that cost. A quote is pending.

In addition to the crew that currently hang the quilts, if their number shrinks, we feel confident we can find volunteers from the surrounding area to help put up the pipe and drape. We can also find people to hang the quilts too. There are more people in the immediate area who can help for FREE.

The central hall (Kiskadee Room) can have 166 walls that are 12 feet each. We typically do not hang that many large quilts, so many walls can have two or more quilts hung on each side of the drape. The floor plan developed to hang the quilts in Harlingen is such that most are less likely to tip over. We should be able to hang at least 200 quilts inside the big hall, and there is room to hang 16 more outside the hall, but up against the Kiskadee common walls. If we use 10-foot walls, we can hang even more quilts, or have more room for more vendors.

This plan does not commit the 4 rooms on the south (left in the illustration above) to a specific purpose. We can consider the spaces for: a place to eat, the Boutique, the Silent Auction, a special exhibit and more. There is a special suite to use for the cashiers and for counting ballots. We can do this. There are 24 vendor spots inside, each 10 by 10, and an additional 8 in the foyer. While we often have about 20 vendors, some use more than one booth for their business. The vendors are a big draw to the Show, likely equal to the quilts. If we use 10' drapes, we will have even more spaces for vendor use.

Many of our members are becoming price sensitive and that is expected to continue. For most, the cost of the gasoline to Harlingen is less than to travel to South Padre Island. Harlingen

has a bigger population than South Padre Island. It would be easier to draw from other surrounding cities such as San Benito, Mercedes, Weslaco and so forth. Our gate income would be bigger with better attendance. Income from our gate has been declining. Some vendors will not come because our gate attendance has been below 2000 for several years.

For most volunteers, this location is more convenient. Because it is closer to many members' homes, they can eat breakfast and dinner at home. They can go home to sleep in their own bed. Therefore, for many, the cost of two to three nights in a hotel, breakfast and dinner expenses is eliminated. If desired, we can negotiate with the Hilton Hotel next door for a block of discounted rooms. There are other hotels nearby.

Motion made by Dale Shafer; Dale Shafer said she wants to make an official motion that we do present the question to the membership whether they would like to continue having the quilt show at South Padre Island or whether they would like to consider some alternative location.

Second by Evelyn Fincher

Discussion followed. Bonnie Hall can make a jot form so each member can vote just once. She stated that she would do the form but someone else has to create the attached letter.

Debbie Williams – Casa del Valle – summer meetings, She would like Mike to go with her to check out the facility. Mike said he would go with her.

Meeting adjourned at 11:37.