



Snake River Valley Quilt Guild

Quilt Show Meeting Minutes

April 17, 2018

Submitted by Lisa Stir
Draft - Not Yet Approved

Connie Rafferty brought the meeting to order at 6:38 PM.

Attendees:

Connie Rafferty	President
Danielle Stimpson	Vice President
Lisa Stir	Secretary
Laura Wallis	Treasurer
Julie Finnigan	Activities/Intraguild
Jeanette Hanson	Historian
Lynne Saul	Workshops
Bridget Molten	Newsletter
Marsha Nipper	Library
Kim Jockusch	Youth Auxiliary
Linda Hughes	Quilt Heritage Museum Rep.
Karen Price	
Diane Cresap	
Joyce Eisenmenger	
Sandra Brow	
Diana Cary	

Overview

Connie welcomed all attendees and thanked them for their participation. The primary goal of this meeting is to identify ideas for why we have a quilt show, should we continue having quilt shows, what are the expected outcomes from the show, and how we can improve the shows functionality and profitability.

Basic goals for the Quilt Show are to:

- Generate funds
- Promote quilting

The last quilt show used seed money from the Guild but had no preset budget. Laura provided an income/expense report from the 2017 Show, but expenses, such as the raffle quilt, occurred in different fiscal years so it's an overall view. A lot of hard work and hours went into the show with a \$3,854 return on investment. Are we satisfied with this or could we do better?

Why does the SRVQG have a quilt show?

- 1) Generate income to fund our programs

- 2) Give the quilt guild exposure in the community- publicity
- 3) Promote quilting as an art form
- 4) Promote a sense of community among guild members
- 5) Display our quilts and get them judges (to show off)
- 6) Opportunity to see others quilting - see what others do and how they do it
- 7) Source of inspiration
- 8) Opportunity to give back to the community
- 9) Motivation to finish quilts
- 10) Unify the guild (Education and charity is why we exist)
- 11) Quilt education

Should the SRVQG continue to have quilt shows?

- Attendees agreed we should continue with possible modifications.
- Is the Quilt Show our main fundraiser?
- Is the main purpose of the show our quilts?
- Should we have fundraisers once or twice a year?

Other means of generating income

- Stash 4 Cash
- Guild meeting raffle
- Membership
- Amazon Smile
- Quilt Show (brings in outside money)
- Cook Book (hopefully by Christmas and less than \$20)

If the Guild continues to have quilt shows, how can its overall profitability, and/or other expected outcomes, be improved?

- Venues are expensive and keep increasing
- Do some events cause more work, such as the raffle quilt?
- Have fewer things available at the show (featured quilter, boutique, children's area, silent auction, demos)?
- Does the return on investment justify the hours put into it?
- Can small changes the show make it more profitable or more useful?
- Publicity is costly. In off years, should we take proceeds from an internal fundraiser and put this toward publicity for the next show?
- Partner with High Schools or Middle Schools to get interns to teach and provide help. Especially with Senior projects, teens could get instruction and experience in leadership roles and volunteering. This might help bring in younger generations.
- Pinterest provides interest in things like quilting, especially to college students. Provide Education programs (possibly a one-day class) at CEI and/or BYU-I. The colleges would advertise these for us.
- The Guild could share space with another guild or organization, such as woodturners. This would allow sharing of expenses and bring in different attendees.
- Make a template on how to do the show. This would prevent reinvention of each show.

Problems and insights from previous shows

- **Venues**

- **Karen** said she checked everywhere for venues.
- Some venues won't commit until up to 3 months before the event.
- Some venues won't let you use their kitchen at all or charge more money.
- The buildings must be ACA accessible for wheelchairs, people with oxygen, etc.
- Hotels charge more and the ones in Idaho Falls don't have the space we need.
- Some churches can't host events with For Profit (vendors) participants or they have events every weekend.
- **Lynne** checked at the new Waterfront and found the inside is too small for everything. We could use a large tent and put things outside.
- **If we go back to Bennion at ISU, how can we improve the show to increase profits and make it more user friendly?**
 - Streamline the process
 - Fewer days of the show, maybe just 3
 - Offer classes? How would we do that?
 - Accept credit cards
 - Start a Marketing wind - think outside the box
 - Prepaid wristbands (for demos)
 - Hire a publicist/consultant?
 - Make more use of social media like Facebook, Instagram
 - Some displayed quilts could be offered for sale. Guild could get 25-35%?

Big issues

- **Venue**
- **Finding Chair and Co-chair**
- **Sponsors**
- **Costs of everything will keep going up**

Analysis of SRVQG Quilt Show 2017 finances

- **Admissions**
 - Increase to \$7 per day or \$10 for 2 days (this should reflect the cost of the venue)
- **Vendors**
 - Don't make spaces too expensive
 - Keep meal passes for vendors
- **Printing, insurance and publicity will go up**
- **Raffle quilt**
 - Expenses include fabrics, gift certificates for participant Thank You, supplies, \$300 for the quilting, \$500 to the Quilt Heritage Museum
 - Can we decrease the cost of production
 - Drum up more sales
- **Judging**
 - The guild paid 100% of their transportation
 - They stayed with Kim Jockusch and she fed them
 - We've been using certified judges (almost none in Idaho so go to Utah). Kim notified several and only received 3 responses.
 - Karen said none of the other local shows use certified judges.
 - How important is it that we use certified judges? This will be put to the membership.

- Can we use experienced quilters from the area to judge?
 - Take a fresh approach to judging. Only do things like Viewer's Choice, Mayor's choice, INL choice, sponsors choice, have workshop instructors pick a favorite, members of the Arts Council? These sponsors choices could generate more funding. Might this increase community response?
 - Important to recognize a lot of quilters.
 - People like the feedback from judges but do we really gain anything by using these judges? They are experienced but it's still subjective.
 - If people want to discuss their quilting or get critiqued, maybe we could have Education segments or Saturdays set aside for this type of feedback.
- **Boutique**
 - 12 people entered things
 - They could use the Guild's tax ID without getting a business license. Guild charged them 10% but then had to pay 6% tax. The Guild got 4%. We collect the money and then give checks to the participants. This was labor intensive for Guild members. Is it worth the money and intense labor to keep track of who sells what?
 - The sellers need to pay the taxes.
 - Volunteers or the sellers need to man the boutique.
 - Should we get a Vendor Booth for the Boutique and charge a flat fee to the people who sell things? These people would need to man the booth and track sales. They could get their own temporary tax ID.
 - Rent these people a vendor space and they take care of all the money?
 - Donated items for sell in the Boutique would net the Guild 100%
 - **Tea Room**
 - People relax in the Tea Room and stay longer
 - Had too much food the last day. Do we provide less food or give excess to someplace like the Have?
 - Some items will be eliminated
 - Change how things are presented like giving cake slices.
 - NO TABS
 - **Silent Auction**
 - Need 2 people to work this
 - It was not really noticed in the Lobby. Needs to be in the show.
 - **CD's of the Quilts**
 - This was a lot of work and ended up being paid for as donations.
 - Put to the membership. Do people want this?

We need another meeting. Ideas were given tonight but things need to be decided and organized.

The next Quilt Show meeting is to be held May 15, 2018 at Curtiss Wright from 6:30-8:30.

The meeting was adjourned at 2115.