



## Snake River Valley Quilt Guild

### Quilt Show Meeting Minutes

June 28, 2018

Submitted by Lisa Stir

Connie Rafferty brought the meeting to order at 6:35 PM.

#### Attendees:

Connie Rafferty	President
Lisa Stir	Secretary
Julie Finnigan	Activities/Intraguild
Lynne Saul	Workshops
Bridget Molten	Newsletter
Kim Jockusch	Youth Auxiliary
Diane Cresap	
Sandra Brow	
Pam Traugher	

#### Overview

Connie welcomed all attendees and thanked them for their participation. Karen Price could not come but will be available via phone or text if needed. Danielle Stimpson, Chair of the Quilt Show, is not in attendance. Margaret Fisher cannot be present but gave Connie her written ideas to share.

- **Review of the initial meeting**
  - Connie went over some of the important items from this meeting and these issues will be expanded tonight. The ideas will have to be presented to the membership to make final determinations on some of these issues. Some issues will be determined by what we find.
- **How can the following parts of our Quilt Show be streamlined, improved, or made more profitable; and what input is needed from the membership to make these changes?**
  - **Days and Hours of Show**
    - Diana Cary suggested that we discuss how many days the show runs and how many hours per day the show is open in relation to worker participation and burnout.
    - Consider Friday, Saturday, and Sunday instead of Thursday, Friday, and Saturday. Many shows across the country do shows on Sundays. Also consider just Friday and Saturday or Saturday and Sunday. Some vendors might not want to stay on Sunday. Change hours to 12-4 or 11-5?

- To save venue rent, could we set up the morning of the Show and take down the day it ends? We would need dedicated teams. Do we set up the day before and takedown the day after?
  - An idea to consider somewhere in Blackfoot. Prices may be better. Does present a logistical problem.
- Could streamlining here also improve our net profit?
- **Facilities Rental**
  - Facilities rental at ISU was \$1,792.50 for the last show and that will go up every year. Karen Price checked all the venues available last Show, and this was the cheapest with what we needed. The price of admissions covered the venue costs with some to spare.
  - We need reasonable rent, good light, a kitchen, and good room, and parking.
  - To have classes we need a venue with classrooms. Pam will check with Alturas Charter School. We have good local teachers.
  - There is a new venue going in downtown IF on Park and B.
- **What are our money makers?**
  - Fundraisers bolster working capital to support our other activities. Businesses could sponsor parts of the show. Corporate sponsorship will help us, and they get advertisement and can write it off since we are a 501 (c) (3).
- **Admission**
  - Last show was \$5. Keep the same and provide multi-day passes? If we do increase the price, it would need to be an even number to alleviate lots of change. Admission should cover the cost of the venue.
  - If we get more advertisement, we could have more attendees. The Post Register and TV stations would not give us coverage last time. The Post has a new owner. Opinion pieces about the show could be published. Could advertise on Facebook.
- **Vendors**
  - Last show had about 7: Brady's, Gary's, Jones Sew & Vac, Carmen Geddes and 10 Sisters. Lunch was included for the vendors. We could charge more. Based on Karen's input, booth prices were raised at the last show. She said our prices were low compared to others shows.
  - Vendors are a draw for many people. Members can pick up vendors cards at the Utah Quilt Guild Show and the UQMC in SLC to give us more selection.
  - Pam suggested we check to see if people want to see more quilts or more vendors
  - There is a new quilt shop in Lewisville and one in Rigby near the funeral home. Should we list local shops in the Newsletter?
- **Printing**
  - Is expensive. We had print advertisement flyers and entrance flyers with class or lecture schedules. Do we need a brochure? We don't need the book of Quilts. The book could be done online.
  - Instead of so much printed material, consider a digital site people can access on their phones. It could have layout details, A to Z list of Quilters and where their quilts can be found. Category and location reference back to the site map. Who would do this?

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- **Publicity**
  - How effective is signage on the roads here? These are expensive. Signage leading people to the venue could be homemade. The road banners the city puts up along roads were very expensive. The organization buys them and the city puts them up and takes them down. We can check again and possibly apply for grants.
  - Getting publicity for the last show was difficult. There are new choices now. East Idaho News is online and they do local things. They may check us out.
  - Email lists of people such as other Quilt Guilds, send post cards. Special people might be able to check out the show the night before.
  - During admission we could check with people and see how they would like to be notified of the next Quilt Show.
  - Corporate sponsorship could provide wide ranging free advertisement by placing quilts in different businesses 2 weeks before the show. "Quilting in Tetons" had about 20 quilts around Jackson. Opportunity for all types of businesses like car dealerships and stores. People could get tokens for a drawing. People can vote on quilts. This could get people into the businesses and give us publicity. Maybe put special quilts to draw people in.
- **Raffle Quilt**
  - The raffle quilt is a lot of work and usually 1 person assembles it. A lot of the work must be redone with so many people making parts, they aren't often the same sizes. This year, only 4 people are doing the applique border and that has been very time consuming for these people.
    - Does Kat need help to finish the current raffle quilt? St. Luke's Episcopal Church has a large room and Good Samaritan is available on Fridays.
  - Suggest the quilt is done during sew-ins so everyone is together, and things can be supervised while being made. Make this a community project. Have separate groups do things:
    - Some can cut pieces
    - some check all machines with a ruler to make sure everyone is using the same 1/4"
    - everyone uses the same rulers (such as Creative Grids) to make the blocks to improve consistency.
    - Do we need applique? If we use applique, machine or hand? Someone like Bev Hindman could instruct people so more can be involved and do the same type of applique.
    - Kim can host a sew-in with 5-6 people in her home.
    - Have a sleep in your own bed retreat for 2 or 3 days. You come in and work during the day and then go home. Maybe do potluck. Low overhead.
  - Getting people to sell tickets can be difficult. Need 1 year to sell.
    - Go to other quilt guilds to sell tickets. People would need to drive, maybe long trips with little return.

- Check to do a set up at the Blackfoot Fair in a different building from the QHM.
  - Knock on doors of businesses to get donations.
  - Prior selection of the Charity we will give donations may help sell tickets. We also need to determine beforehand how much money will go to the charity. We need to continue giving to the QHM and possibly another charity. The QHM has made more money on workshops than on their raffle quilts. Some charities bring in more money. Letting people know beforehand the things we support makes it more justified to some. Give back to the local community. The receiving charity could help sell tickets.
  - The person who designs the quilt must make decisions. A person must oversee encouraging the community to sew and help set up the Raffle Quilt. Some stores like Sam's Club will let 501 (c) (3) organizations set up to sell things. Give people ideas of who to sell to and keep track of who sells what tickets.
- **What lost money?**
    - The Boutique was not profitable. This didn't make money partly because we did not have the Boutique people pay sales tax. The guild paid out of our 10% so only made 4%.
    - Machine and hand quilted block lost money.
    - Judging lost money.
  - **Quilt Entries and Judging**
    - We lost a lot of money on judging. We pay mileage, lodging and meals. \$75 per day and mileage. Kim Jockusch took care of the judges, she fed them, and they stayed in her home. The Utah Quilt Guild has training sessions for judging.
    - Some members seem to like the idea of a non-member judge. We could use lay judges from the surrounding community but not our guild.
    - Limit the total number of quilts to be judges or limit each member to a finite number.
    - Judge only certain categories.
    - Judge only every other show (could be based upon previous show's net profit).
    - Trial at the next show just giving community awards and not judges. Corporate sponsors and awards: Gift certificates to their store, pens, mugs. Viewer's Choice award.
  - **Boutique**
    - Need to reorganize the boutique. Do we make them buy a booth and operate themselves?
    - If Guild members want a booth there could be a Boutique consortium possibly with a decreased booth rental. Sales tax would be included in the price.
    - Boutique with donated items and all profits come back to the guild? This boutique could be near the front desk and items would be paid for there. These people have money boxes and can't leave.

- Diverse quilting ideas attract all quilters: non-quilting ideas need to be diverse, also for non-quilters to consider.
- **Tea Room**
  - NO running TABS. Need more control over money being collected.
  - It gives people a place to relax so they stay longer.
  - This does restrict venues as not all allow this.
  - Charge more for tea room items. No fire sale the last day. People shouldn't bring in so much the last day. Maybe sell plates of cookies.
- **Silent Auction**
  - Need better management of items and money. Some items were never paid for.
  - Tables must always be manned.
  - High ticket items are a must. Having Brady's on our vendor often had them put in a new machine. A low use (lovingly used) donation machine might almost bring in as much.
  - If stagger closing time of different tables, we need to announce this well. People didn't notice the signs of when these closed. Reiterate it verbally. Maybe people could take numbers for item sets and announce the numbers closing.
  - If the Silent Auction items were bought by mostly guild members, could we have a big Stash 4 Cash and let this go? It does make money. Does it put pressure on the guild members for money?
- **Sales Tax Considerations**
  - To avoid problems, it should be charged on top of prices to make it easier to track. Price + 6%.
  - Keep it in the cost of Admission. Helps keep Admission an even number.
  - Vendors got food passes so that was not included in costs.
  - Need to keep track of all the money and where it goes continuously during the Show. Problems arise when this is not a priority.
- **Summary**
  - Classes and workshops could bring in more money but depends on venue.
  - Have classes and workshops at a different location from the show?
  - Danielle need to check the new event center downtown.
  - Pam will check Alturas Charter School, it only meets Monday-Thursday.
  - Group Quilts differently than in the past, such as, group by same pattern or theme.
- **Follow UP: Where do we go from here?**
  - Encourage Danielle to get together with other chairs and volunteers early to check venues and vendors.
  - A group of people generating ideas is powerful.
  - Are we approaching volunteering appropriately? Maybe ask people to volunteer to a specific closed ended task. Have dedicated crews for specific tasks.
  - Don't ask for general volunteering. Give specific tasks, time frame. 1 on 1 engaging people to volunteer.
  - Publicity team and people to find sponsors.

- Can't assume who's on a committee.

Another meeting is not scheduled at this time.

The meeting was adjourned at 8:35 PM.