

Potomac Fiber Arts Guild (PFAG) – Board Meeting – March 19, 2016

Attending: Margaret Fisher (President), Lisa Walsh (Vice-president/Programs), Esther Asaki (Secretary), Cathy Irish (Membership), Jackie Lewis (Newsletter), Carla Gladstone (Librarian)

Also Attending: Diane Mularz (Conant grant), Val Hildebrand (Newsletter committee), Kerry Gruber (Guild Survey leader), Laritza Rodriguez (Registrar), Annalisa Leonessa (Hospitality), Janet Stollnitz (Yearbook)

Absent Board Members: Gayle Roehm (Treasurer), Priscilla Stultz (PFAG Gallery chair), Fran Levin (Outreach)

Meeting called to order at 10:05 by Margaret Fisher at her house.

Topics of discussion, reports, and decisions made as follows:

1) Margaret made several announcements

- Jeanne Bohlen will head nominating committee.
- No old business

2) Kerry has volunteered to create and administer a survey of the Guild members. Each attendee discussed the type of information they would like to get from the survey, e.g. why members renew or not, what programs are wanted, the role of the newsletter, etc.

3) Jackie recommended several modifications to the newsletter. The board discussed whether the newsletter should be for members only, and decided that it should remain a privilege of membership. We decided to include more members-only information in the newsletter, such as the board meeting minutes. We decided that as the website is developed, the newsletter will become an online document and will be available in the members-only section of the website. The paper distribution of the newsletter, to members who are willing to pay for it, will be phased out. Jackie resigned as newsletter editor and Val Hildebrand will take over role.

4) Discussed whether Guild should have its biennial Auction/Sale/Showcase/Fund raiser. Members thought it should go on even if Guild did not need the money. Discussed how it could be restructured, e.g. not have a live auction. Discussed who should organize it.

5) Lisa Walsh discussed re-designing the Guild web site. Some topics discussed were changing the logo, consolidating information in one place, putting library check out/holdings on-line. Small committee will put together wish list to present to board.

6) Discussed how to help orient new members and potential members. Suggested that after each meeting, one designated person would gather interested parties to explain the Guild offerings and possibly demonstrate where information is on the web site. Cathy Irish and Annalisa Leonessa will work on the script for the new member orientation.

Meeting adjourned at 12:08.

Minutes respectfully submitted by Esther Asaki