

Potomac Fiber Arts Guild (PFAG) – Board Meeting – Sunday, January 28, 2018

Attending Board Members: Floris Flam (President), Helen Blumen (Vice-president/Programs), Gayle Roehm (Treasurer), Esther Asaki (Secretary), Dolly Perkins (Membership), Val Hildebrand (Newsletter), Julie Haifley (Outreach)

Also Attending: Diane Mularz (Conant Grant), Jenise Cox (incoming web site content), Lisa Walsh (web site content), Clara Graves (Study Groups), Diana Guenther (MAFA)

Absent Board Member: Carla Gladstone (Librarian), Merle Thompson (PFAG Gallery chair)

Meeting called to order at 2:06 pm by Floris Flam at Floris's house.

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

- 1) Programs/workshops – Helen reported that most of the programs for 2018-19 are on track. One problem is associated with bringing in crochet architects Choi and Shine because of the high costs. A suggestion was made to put in a proposal for a Janda Grant to defray some of the costs. Diane Mularz volunteered to work with Helen to write up a proposal.
- 2) Publicity – Helen expressed concern about how some of the programs have been marketed. Some suggestions were to improve the web site to make the programs and registration more visible. Lisa will work with the website developer to 1) move the registration to an open area; 2) require all registrants to be Guild members and allow non-members to register and join the Guild at the same time and 3) make the most recent newsletter open to the public to let non-members learn more about Guild activities. Lisa sent the board a new proposed website landing page that highlights our programs.
- 3) Study Groups – Dolly will remove Study Group requests from membership form. Clara will step down as Study Group coordinator. She developed a new job description and plans to put an article in the newsletter about Study Groups.
- 4) Yearbook and Member Directory – Next year, these documents will be put on the PFAG web site in the members only area. The new membership form will allow members to elect to receive a commercially printed copy. We will let the membership know about these changes in the newsletter.
- 5) MAFA discussions deferred to next meeting.
- 6) Discussion of Guild 75<sup>th</sup> anniversary deferred to next meeting.
- 7) A nomination committee for next year's board will be established. Floris will ask three members to participate.

Meeting adjourned at ~4:20.

Minutes respectfully submitted by Esther Asaki