

Minutes of Sun Region EGA
Board of Directors Meeting
Orlando Marriott Hotel/Lake Mary, Lake Mary, FL
March 27-28, 2010

Present: (Voting Members)

Jenna McClooney, RD;
Lynn Abbey, Secretary (and Website);
Pam Burke, Treasurer (and Finance)
Marge Holmes, Biscayne (and Ways and Means)
Pam Doffek, Canopy Oaks
Deby Talley, Central Florida;
Geni Dickinson, Chain Stitchers
Judy DeMeglio, Gulfview (and

Historian
Carol Tsoukalas, Indian River (and Bylaws)
Janet Kassing, Neapolitan
Kathy Dogherty (proxy), Sand Dollar
Cheri Hammer, Sand Dunes (and Education)
Carol Harrison, Sandhill Cranes
Eleanor Langlois, Sarasota
Liz Burns, Sea Grape (and

Marketing)
Tinka Phillips (proxy), Stitching Gators
Chris Tardif, Suncoast
Donna Christie, Nat'l Seminar 2011 – Flamingo Fandango
Carol Raley (proxy), Sun Region Seminar 2010 – Mayday
Mayhem

(Non-Voting Members)
Jan Palin, Nominating Committee Chair
Peggy Beebe, Nominating

Committee
Karen Quintero, Nominating Committee

Margaret Kinsey, Parliamentarian
Linda Anne Buehler, Sun Region Newsletter

Quorum: verified by Secretary

Call to Order 1:00PM by RD Jenna McClooney

Introduction of Board Members and Guests by RD

Region Pin Presentation Janet Kassing (Neapolitan), Eleanor Langlois (Sarasota), Elizabeth Burns (Sea Grape)

Minutes from the September 26-27, 2010 meeting (Naples) were filed as published.

Volunteer readers for drafts of the minutes of the current meeting: Margaret Kinsey, Geni Dickinson, Deby Talley

REPORTS

1. **Director's report (Jenna McClooney)** – Report stands as printed on page 5 of the packet.
 - Reported** briefly that the National Headquarters status is unchanged and that, though the situation has been difficult, it has also significantly reduced our expenses and we are closer to “living within our means.”
 - Explained** how the National goals and the Region goals reflect upon each other
 - Provide outstanding customer service to members at all levels. Officers, committees (at both region and chapter level), and individual members will be responsible, with (360) accountability
 - Recruit new members with the assistance of Marketing Team programs supported by Sun Region. Enhance retention process by increasing membership value through effective region programs.
 - Maintain fiscal responsibility through sustained and effective Sun Region Ways & Means projects and seminar planning.
 - Reported** that the 19th National Exhibit – *Through the Needle's Eye* has not traveled as much as we'd like, but that it will be in Modesto, CA during the 2010 National Seminar. Also that Brad ~~Gepe~~ Cape is working to keep the Collection properly curated during this transition period. (Correction received/noted 5-31-10.)
 - Reported** that the Education Department is working on a “Pathway to Education” that will create a coherent educational process from “Petite Projects” to master craftsmen. The National Board is also requesting members to consider creating “Petite Projects” for distribution through the national website.
2. **ARD's report** – Stands as written. On Betty's behalf, Jenna informally queried the attendees and determined that they would be interested in returning to the Orlando Marriott/Lake Mary hotel.
3. **Treasurer's report** – Stands as written. Pam reiterated instructions for handling the new quarterly dues requirements and form. She noted that the form in the packet was truncated; the correct forms will be available on the SR website and distributed with the next Rep's notebook revision.

Finally, Jenna thanked the Biscayne chapter for performing the Sun Region 2009 audit. In the future, the annual audit responsibility will be rotated among the region's chapters. A rotation schedule will be prepared and distributed to chapter presidents, advising them, well in advance, of the audit year for which the chapter will be responsible.

(Standing Committees)

4. Bylaws – per written report: Committee Recommendation:

I, Carol Tsoukalas, bylaws chair, recommend that the Sun Region board amend its standing policies and procedures and its bylaws as follows. (Text to be changed has been struck through and new text has been underlined.)

Bylaws Article V Section 1 on page III-C-3 in Rep's Notebook

The region shall hold ~~three (3)~~ two (2) meetings per year unless otherwise ordered by the board of directors.

Policies page III-D-1 in Rep's Notebook

The region shall hold ~~three (3)~~ two (2) meetings per year unless otherwise ordered by the board of directors. The meetings shall be the annual meeting, ~~a meeting in conjunction with the region seminar (if a seminar is held);~~ and one or more additional meetings per year. Written notice of all region board of directors meetings shall be given to the member chapters at least thirty (30) days prior to such meetings.

Rationale: Only two meetings per year are held in actual practice.

Motion Carried

A complete revision of the Region Rep's notebook is due at the September meeting. It will no longer include the National Bylaws or National Policies and Procedures, as the most current versions of these are readily available at the national website (*Region Bylaws and Policies and Procedures will continue to be included.*).

5. Education – Report stands as written. Cheri reiterated the revised, approved 2010 GCC procedure:

The Region Band Sampler will be transferred to the Stitching Gators chapter who will pass it to the Canopy Oaks chapter before the September meeting

6. EGA National Seminar/2011 – Flamingo Fandango, September 5-17, 2011. – Report stands as written

Donna displayed the newest seminar fund-raising items: a \$12 beaded flamingo-motif purse and a \$15 flamingo pin. She noted that the seminar's proper payee designation is **EGA Seminar 2011**

7. Finance – Pam brought forward two recommendations from the Finance Committee

I, Pam Burke, Finance Committee Chairman, recommend that Sun Region amend the line-item designations in its 2010 Budget to bring them into concordance with EGA National's Table of Accounts

Rationale: There has been a variance between the way we've been accounting for Ways and Means "income" and "expenses" and the way that EGA National accounts for these items. Also, we need to have a separate line item for direct contributions.

Motion Carried

I, Pam Burke, Finance Committee Chairman, recommend that we amend the 2010 Sun Region budget as follows: That we change Line 8 ("Sales") to \$3,000; and that we, correspondingly change Line 21 ("Cost of Sales") to \$1,500.

Rationale: Our 2010 Ways and Means initiative has proven to be more popular with the region membership than we'd expected. We've needed to order additional pouches ("Cost of Sales") and expect a correspondingly greater revenue.

Motion Carried

Additionally, Pam noted that with these budget changes Sun Region has reduced its projected 2010 budget deficit from \$7295 to \$5745

8. Marketing

Liz noted that, as of her speaking, only seven chapters have turned in their survey tallies

Two region-sponsored marketing grants have been awarded; more are in the approval process.

The Sun Region Marketing Guidebook is in production. It will be an electronic/digital document.

A Sun-Region Facebook page has been created.

9. Nominating

Jan distributed Sun-Region resumé forms to the attendees who are requested to fill them out and turn them in before the close of business.

10. Outreach

Jenna, speaking for Betty Baechle, noted that, as there are no current region-centric Outreach project, the task of compiling Sun Region's summary report of chapter outreach activities has been added to the ARD's portfolio. Reps are reminded that it is their responsibility to see that Betty receives accurate information.

11. Newsletter

Linda Anne raised the questions of the need for a password-protected newsletter and the advisability of making the newsletter a public document on the region website. The attendees' consensus was that with scrupulous scrubbing of personal information, the newsletter could be published as a public document on the website.

12. Sun Region Seminar/Retreat 2010: Mayday Mayhem

Speaking on behalf of seminar chairman Kathy Singleton, Carol Raley reported that the seminar has 72 registrants, that 1 class had to be canceled, and that registration for the retreat portion is still open.

13. Ways and Means

Marge presented an addition to the current vinyl pouch, a 20"x20" zippered bag in the same blue/transparent style with shoulder straps. The cost of this pouch will be \$25.44 (\$24.00 base + \$1.44 tax). The Board congratulated her for a job already well done.

New Business

1. September 2010 Region Meeting

The Biscayne chapter has volunteered to be the hosts for this meeting. The meeting will be held September 24-26 at the Sawgrass Ponte Verde resort near Jacksonville. The room rate is \$129/night + taxes. Room reservation deadline is August 27. The luncheon-reservation deadline has not been set, but is likely to be two weeks prior to the meeting.

2. Sun Region Opportunity Basket at EGA 2010 National Seminar

Jenna, reporting for Betty, stated that the region's opportunity basket will consist of a Flamingo-Fandango themed beaded purse and pin (which were shown), plus a \$200 gift certificate.

3. Gold Thread Award

Jenna reported that other EGA publications have asked for permission to reprint Dee Mullins' article, published in the March Sun News, about the significance of the Gold Thread award. Gold Thread Award winners in attendance were congratulated and Jenna asked that information about the award and a list of previous region recipients be added to the region website.

4. Proposed Bylaw and P&P changes

Jenna reported that per Executive-Committee decisions, the bylaws committee will be drafting changes for approval at the September meeting. This changes will update the appropriate language in the standing committees sections (deleting library and membership (its responsibilities will be assigned elsewhere), merging touring teacher into education). The sections dealing with committee/officer responsibilities will be updated to reflect current responsibilities.

5. Region Representative Responsibilities

Jenna announced that, effective immediately, region reps will not be required to send a chapter report for inclusion in the meeting packet (Rationale: the information is sent more frequently for inclusion in the quarterly newsletter) nor will they need to report membership totals at the region meetings. Region reps will be responsible for adding their chapter's concerns to the agenda, as needed.

6. EGA (National) Website

Jenna announced that it is now Headquarters' policy that all changes to the egausa.org website be submitted to the region directors who then submit them to those responsible for the website. Reps will be expected to check egausa.org monthly to confirm that their chapter's information is correct

Meeting recessed: 4:30PM

Meeting reconvened: 9:00AM, March 28, 2010

Region Representative Reports: Reps reported on their chapter events that served to promote EGA and recruit members as well as the number of new members and how they were recruited.

Special Presentation on Internet-based Social Networking

Jenna gave a presentation on the value of Facebook and other social networking forums and how they could be used to further our member-recruiting efforts. Also, responding to the need of its members, the Pacific Region will be establishing an "e-chapter (distinct from Cyberstitchers).

Round-Robin Discussion: What each individual will do to provide good customer service to their chapter and to the region.

Meeting adjourned: 11:55AM

Lynn Abbey, Region Secretary