

Minutes of the Sun Region EGA
Board of Directors Meeting
Orlando Marriott-Lake Mary – Lake Mary, FL
March 26-27, 2011

Present (Voting Members)

Jenna McClooney, RD
Betty Baechle ARD
Lynn Abbey, Secretary (and Website)
Pam Burke, Treasurer (and Finance)
Marge Holmes – Biscayne (and Education)
Jacqueline Clemens – Canopy Oaks
Deby Talley – Central Florida
Geni Dickinson – Chain Stitchers (and Ways and Means)
Joyce Anne Stevens – duClay
Judy DeMeglio – Gulfview (and Historian)

Adrienne Meyer – Indian River (and Bylaws)
Janet Kassing – Neapolitan
Kay Dune (proxy) (Sat) & Kathie Dougherty (Sun) – Sand Dollar
Debbie Sewell – Sand Dunes (and Roster)
Lynn Pittinger (proxy) – Sandhill Crane
Eleanor Langlois – Sarasota
Liz Burns – Sea Grape
Betsy Harris – Stitching Gators
Donna Christie – 2011 National Seminar

(Non Voting Members)

Jan Clark – Nominating Committee, chair
Peggy Beebe – Nominating Committee
Karan Quintero – Nominating Committee

Margaret Kinsey – Parliamentarian
Linda Anne Buehler – Sun Region Newsletter

Record of between session motion: Motion: Carol Toukalas, bylaws chair, moved that Sun Region adopt three (3) year terms with a one (1) term limit for all officers (RD, ARD, Secretary & Treasurer) effective with the October 2011 elections. Rationale: To provide ample time for completing projects and meeting goals within a 3 year period. **Motion carried, November 10, 2011.**

Call to Order: 1:00PM by RD Jenna McClooney

Quorum: verified by secretary

Introduction of Board Members and Guests by RD

Minutes from the September 25-26, 2010 meeting (Sawgrass / Ponte Vedra Beach) were filed as published

Volunteer readers for drafts of the minutes of the current meeting: Debbie Sewell, Adrienne Meyer, Marge Holmes, and Margaret Kinsey (parliamentarian)

REPORTS

1. Director's Report (Jenna McClooney) – Report stands as printed on page 1 of Sun News with the following additions:

- A Job descriptions for the region Executive Committee positions have been revised and that the revisions are now available at the region website (<http://sunregionega.org>)
- B Sun Region had 100% on-time compliance with regard to the Chapter Financial Reports and attributed our success to:
 - i. The dedication and diligence of our chapter treasurers
 - ii. Improved communications with headquarters throughout the reporting cycle
 - iii. Timely and appropriate follow-up whenever problems or questions arose
 - iv. Timely involvement by the region director when necessary.
- C. The proper usage of a State of Florida Tax-Exempt Certificate is very limited, therefore there is no need to obtain or renew it.
- D. The Region Sampler was on display at this meeting and will be included in the Flamingo Fandango exhibit area. The Bermuda and Central Florida chapters will be adding the final bands. Adrienne Meyer has volunteered to assist in the finishing.
- E Headquarters has remaindered two publications: *Elegance From the Past* and *Pulled Thread Triangles From the Past* (both written by Joan Masterson and published in 2002). While supplies last, copies of these publications are available to chapters and members for the price of postage.

2. ARD's Report (Betty Baechle) – Report stands as printed in the Board Meeting Packet

Betty reiterated the region's need to meet its room-block guarantees. In order to better track the over/under on the block guarantee, she is asking board members to let her know with whom they will be sharing a room. Future luncheon "clip-n-mail" coupons will be modified to reflect this request.

Both Betty and Jenna stress that the Sawgrass Resort, to which we are returning in October, is a full-service resort. They asked board members to encourage chapter members and guests to think of Sawgrass in October as a mini-escape. Our room rate (\$129 + tax/double occupancy) is guaranteed so long as one person in the room attends the region meeting.

Betty announced the host chapters for future meetings–

October 2011 Stitching Gators
 March 2012 Canopy Oaks

3. Treasurer's Report (Pam Burke) – Report stands as printed in the Board Meeting Packet

4. Bylaws (Adrienne Meyer) – per written report in the Call to Meeting:

Proposed Bylaws Revision

Committee Recommendation: I, Adrienne Meyer, bylaws chairman, recommend that the Sun Region board amend its bylaws as published in the Call-to-Meeting distributed on February 16, 2011 to reflect 3 year, single terms for Sun Region officers and to correct all references in standing policies and procedures to reflect this change..

Rationale: The between-sessions motion passed on December 8, 2010, necessitated a change to the bylaws and policies.

Motion Carried

5. Education (Marge Holmes) – report stands as printed in the Board Meeting Packet

6. EGA Seminar 2011 / Flamingo Fandango, September 5-17, 2011 (Donna Christie) – Report stands as published in the Sun News.

Donna announced that as of 3-26-2011, seminar registration was 355.

Jenna is the Participant-Handbook advertising chairman and is requesting that region reps assist in identifying potential handbook advertisers from whom she can solicit advertisements. She will follow up with reminder emails.

Jenna called for volunteers to oversee the Sun Region Opportunity Basket. Deby Talley volunteered to be in charge of this project.

Jenna announced details of the Seminar 2011 fund-raising opportunity scholarship opportunity for Seminar 2012.

7. Finance Committee (Pam Burke) – report stands as printed in the Board Meeting Packet

Pam introduced the members of the committee: Geni Dickinson, Marge Holmes, Jenna McClooney, and Deby Talley

8. Marketing (Jenna McClooney)

Jenna reported that 11 chapters took advantage of last year's region marketing grants. A total of \$1,100 was dispersed.

She announced that over the last 8 months our membership had increased about 7% at both the national and regional level.

We seem to have figured out how to recruit, the next challenge will be retention and, toward that goal, Jenna raised five questions and asked the board to think about answers

- A. What is our product and does it appeal to a new member? (what do we offer? Not just classes but atmosphere, the way we do business, the way we treat all members)
- B. Do we keep new members interested and involved?
- C. Are meetings repetitive, confusing and uninteresting to a new member? Do they take too long?
- D. Do members attend the meeting and leave shortly after or stay to participate in activities?
- E. What programs do we offer to the beginner stitcher? How do we "sell" our organization to an individual who wants to learn embroidery?

These questions and their many answers will become the foci of future board discussions.

9. Nominating Committee (Jan Clark) -

Jan acknowledged that the slate was not yet complete and requested assistance in locating a candidate for region director and made the following recommendation:

Recommendation: The nominating committee recommended that Sun Region waive its policy G.2.a.1 on page III-D-5 which states: "The region director shall not come from the same chapter as the predecessor."

Rationale: A solicitation notice was sent by e-mail and posted in the Sun News seeking potential candidates. We want to be able to entertain all prospective candidates.

Because Policy and Procedures changes require a written 30-day notification, this recommendation was converted to a between-sessions motion. Voting members of the Board were informed that they would receive written notification of the recommendation on March 27 (Sunday morning) and that voting would be conducted via email in 30 days.

10. Outreach (Betty Baechle) – report stands as printed in the Board Meeting Packet. Betty requested that each chapter representative verify their chapter's outreach information as printed in the meeting packet as she had been unable to confirm the accuracy both contact and content information while compiling her report.

Jenna reminded Board members that they have an obligation to check their email at least every other day, as email has become the region's primary communications vector.

11. Sun Region Newsletter (Linda Anne Buehler)

Linda encouraged board members to share and redistribute the newsletter with chapter members and non-members also.

She announced that future issues of the newsletter will include articles of general interest as well as reports and requested board members to consider submitting such articles for inclusion.

12. Ways and Means (Geni Dickinson)

Geni reminded everyone that region merchandise will be available for purchase at Flamingo Fandango.

13. Summary of the National Board Meeting (Jenna McClooney) – report stands as printed in the Board Meeting Packet, with additions:

Fund-raising Activities: IRS fund-raising rules for 501(c)3 non-profit organizations restricts drawings in any form. "Opportunity drawings" are considered the same as raffles. This type of fund-raising can be conducted if tickets clearly state what the prize is and that the cost of the ticket is a "donation." We should consider limiting this activity to members, and not publish information relating to this activity in our newsletters.

EGA's National Finances: Although the final reports are not yet complete, it appears that 2011 income and expenditure numbers will be nearly the same. There will be a some deficit, but nothing like the deficits of recent years. The national board has focused on financial stability throughout the year and through a variety of hard decisions and cost-cutting measures they have achieved their goal.

The next step will be the restoration of assets and resources that were depleted during our deficit years. Toward this end, the national board voted to increase member dues for the upcoming year. It was not a lightly made decision, but it should ensure that we will recover from the difficult times we have experienced.

NEW BUSINESS

1. Gold Thread Award

Jenna described the award and the nomination process. The nomination form is available at the national website. May 1st is the deadline for the 2011 award.

ONGOING BUSINESS

1. National Touring Teacher Program (Betty Baechle)

Betty explained that the National Seminar Guidelines governing this program state that only two chapters in the National Seminar's host region may participate in the tour. Since two Sun Region chapters (Biscayne and Neapolitan) have already signed up to host post-seminar workshops with Jane Nicholas, the program is now closed to further Sun Region participation at the *chapter* level. However, individual members who wish to participate in a Touring Teacher workshop are encouraged to contact one of the two hosting chapters for details about their workshops.

2. Stitching Celebration – the 2012 Sun Region Outreach/Education Event

Jenna reiterated the concept which had been approved at the September 2010 / Sawgrass meeting.

Betty presented information about the Celebration Hotel.

On behalf of the executive committee, Jenna made the following recommendation:

The Executive Committee Recommended that *the Celebration Hotel in Celebration FL will be the destination hotel for Sun Region's marathon stitch-in event to be held May 18-20, 2012*

Motion Carried

3. Sun Region Seminar 2013

Jenna called for a chapter to volunteer to host this event and asked the board members to discuss this with their chapters.

Meeting recessed: approx 4:15PM

Meeting reconvened: approx 9:10AM, Sat, March 26, 2011

Note: Jan Clark distributed printed copies of the recommendation from the nominating committee to all voting members with the exception of Kathy Faries, Bermuda Chapter who was not in attendance. Jenna stated she would forward the information to Kathy via e-mail to comply with Policy change requirements.

Chapter representatives were polled with regard to additions to their chapter reports (previously published in the Sun Region Newsletter) and to answer the Call To Meeting Questions:

- A) How many new members has your chapter signed up since **October 1, 2010**?
- B) How were these new members attracted to EGA?

After the chapter reports, the board members regrouped for breakout sessions devoted to planning/brainstorming for the *Stitching Celebration* event.

Meeting adjourned at 11:20

Lynn Abbey
Sun Region Secretary