

Minutes of Sun Region, EGA  
Board of Directors Meeting  
Marriott/Sawgrass Resort & Spa / Ponte Vedra, FL  
October 15-16, 2011

Present (Voting Members)

Jenna McClooney , RD	Adrienne Meyer, Indian River (and Bylaws)
Betty Baechle, ARD	Janet Kassing, Neapolitan
Lynn Abbey, Secretary (and Website)	Kay Dune, Sand Dollar
Pam Burke, Treasurer (and Finance)	Linda Anne Buehler, Sand Dune (and Newsletter), by Proxy
Marge Holmes, Biscayne (and Education)	Linda Hansen , Sandhill Crane
Linda Dean, Canopy Oaks	Eleanor Langlois, Sarasota
Deby Talley, Central Florida	Liz Burns, Sea Grape
Geni Dickinson, Chain Stitchers (and Ways & Means)	Betsy Harris, Stitching Gators
Joyce Anne Stevens, duClay	Donna Christie, 2011 National Seminar
Judy DeMeglio, Gulfview (and Historian)	

(Non-Voting Members and Guests)

Jan Clark , Nominating Chairman	Pam Doffek, Canopy Oaks
Peggy Beebe, Nominating Committee	Jineen Kulczycky, Indian River
Karan Quintero, Nominating Committee	Kathie Dougherty, Sand Dollar
Margaret Kinsey, Parliamentarian	Ann Ashley, Gulfview
Patricia Carrington, Biscayne Chapter	Melody Bryan, duClay

Quorum: verified by secretary

**Call to Order: 1:50PM by RD Jenna McClooney**

Introduction of Board Members and Guests

Minutes from the March 26-27, 2011 meeting (Lake Mary / Marriott) were filed as published.

Volunteer readers for drafts of the minutes of the current meeting:

Adrienne Meyer, Linda Hansen, Linda Dean.

Region Representative pins were presented to Linda Dean and Linda Hansen by RD Jenna McClooney.

**Announcements (Jenna McClooney)**

Jenna described an inventory of the meeting materials distributed to each member, highlighting the brochures / announcements focused on *Stitchers' Celebration* and the 19<sup>th</sup> *Through the Needle's Eye* brochure. There was a suggestion to bring the 20<sup>th</sup> TNE back to the Venice Art Center, but no consensus was reached.

**Reports**

- 1. Director's Report (Jenna McClooney)** – Report stands as printed on page 1 of Sun News.
- 2. ARD's Report (Betty Baechle)** – The spring meeting of the Sun Region Board of Directors will be held on April 14-15, 2012 at the Hilton Orlando/Altamonte Springs. The room rate will be \$112.00 plus tax. To reserve a room, call 800-678-4380 and state that you are will the Sun Region.  
Lunch will cost \$22 per person. There will be a lunch reservation coupon in the next issue of the Sun News. The coupon will include questions about dietary restrictions and a request for roommate information (to help the ARD determine if we have met our room block requirements).  
Additional details will be in the next issue of the Sun News and on the website as they become available.
- 3. Treasurer's Report (Pam Burke)** – Report stands as printed in the Board Meeting Packet.
- 4. Bylaws (Adrienne Meyer)** –

*Discussion of possible future change to Sun Region Policies and Procedures: **Website***

Sun Region Policies and Procedures / III-D-7 Section L: Website #2. The P&P currently state that “No Sun Region chapter may use the Sun Region website for publication of its newsletter.” This is based on the premise that chapter newsletters contain personal information (phone numbers etc.). Jenna suggested that this can be changed for those chapters who opt to go with generic e-mails or filter all inquiries through one individual with a generic e-mail. This would create a policy similar to what we now with Sun News, which evolved from an information source for our board, to a way to promote our region, chapters and EGA to the public. The change could be made to include only chapters who conform to this privacy policy.

This was set aside for future discussion.

*Proposal for changes to Sun Region Policies and Procedures: **Nominating Committee***

Sun Region Policies and Procedures / III-D-6 Section G: Nominating Committee. 2(i) **Duties**

Adrienne suggested that the Board consider having the nominating committee provide the slate of the next nominating committee due to the confusion that can result when nominations for the committee are taken during the organizational meeting. Nominations for the nominating committee would still be taken from the floor during the organizational meeting. (And the Nominating Committee would accept suggestions from anyone prior to the presentation of the slate, following the same procedures they use when preparing the officer slate.) Adrienne noted that the Nominating Committee regularly recommends the region’s nominee to serve on the national nominating committee.

Deby Talley, Central Florida, made a motion from the floor:

**I, Deby Talley, move to add to Policies & Procedures (page) III-D-6, 2 Duties: new Item (i) – “Submit slate of 3 NC members and 2 alternates.”**

**Rationale: Uncertainty – concern about relying on Nominations from the floor during the organizational meeting.**

The motion carried.

**5. EGA National Seminar 2011:** (Donna Christie) –

*(Prior to the report, Jenna presented Donna with a commemorative plaque and a thank you card from seminar attendees.)*

Donna congratulated and thanked the region for its support. She reported that although the seminar’s books are not yet closed, she can report that, through negotiation, Seminar 2011 did meet its room and catering commitments. All teachers have been paid. The hotel and tour operators have been paid. And, as of 10-15-11, the Seminar 2011 accounts indicate that there will be an estimated profit of \$27,000 to share between the national office and Sun Region.

More specifically, she reported that the express meal buffets had been particularly successful and consistent and that DMC’s many contributions had been unsolicited. The seminar continues to sell its residual merchandise.

**6. Education** (Marge Holmes) – Marge announced changes for 2012 education reimbursement: The region will reimburse chapters \$100 per qualified event.

She reported that so far in 2011 the region has reimbursed chapters for 5 workshops and paid the registration fees for 6 GCCs (with two more expected by the 12-1-2011 deadline).

**7. Finance Committee** (Pam Burke) – Pam introduced the committee members: Geni Dickinson, Debi Talley, Marge Holmes, and Jenna McClooney.

She reported that our current expenditures and income are within the budgeted amounts.

She explained the rationale behind the changes in chapter education reimbursement for 2012: the amount was lowered because the region will donate \$1000 in 2012 to support Stitchers’ Celebration, a region-

sponsored educational event.

On behalf of the finance committee Pam recommended that :

**The Sun Region Polices be changed to remove the Sun News editor from the list of region credit card holders.**

**Rationale: Low usage makes it unnecessary**

The motion carried.

On behalf of the finance committee Pam recommended that:

**The budget proposed in the Call-To-Meeting, published September 2, 2011, be adopted for the Sun Region's fiscal year 2012.**

**Rationale: The region must adopt a balanced budget.**

The motion carried.

8. **Marketing/Membership** (Jenna McClooney) – Jenna reported that the region's "3Rs" document is being used by other EGA regions. She reported that the switch to a uniform dues renewal date has not yet resulted in faster or more accurate reporting and that it remains difficult to quantify membership changes over fixed terms. Sun Region had 755 members at the end of 2010 and 704 on October 1, 2011, but it is difficult to say whether the loss is absolute or the result of seasonal and/or bookkeeping fluctuations.
9. **Summary Report from the National Board Meeting** (Jenna McClooney) – Report stands as printed in the Board Meeting Packet with additions:
  - A. Nineteen archival bins have been digitized by an outside contractor at an aggregate cost of \$1000. Plans call for these archives and additional archival material to be stored on the EGA server in the future.
  - B. National nominating committee is hard at work preparing a slate of candidates for next year's elections. Anyone may submit a resumé for consideration; the resumé form is available at the national website.
  - C. With regard to the uniform dues renewal date, a pro-rating policy has been clarified. Chapter membership chairs are to allow a two-month grace period for members who join EGA in April or May. In other words: someone joining EGA sixty or fewer days before the uniform renewal date of May 31 need not pay pro-rated dues for April and/or May.
  - D. Financial reporting forms have been updated. There is a new form, the "Teacher Payment Form" for recording direct payments to a teacher (not lodging, meals, or incidentals, if the chapter paid them directly). This form replaces the old 1099 form.
  - E. A new form for recording volunteer information has been introduced. It applies only to a chapter's primary members.
  - F. At the national level, 2010 was a successful year in which many goals were met. Our new headquarters location provides adequate space at a responsible rent. We have lowered our overhead, in part by reducing out number of employees. New goals—cost/benefit analysis of Education Department and Board of Directors expenses—have been adopted.
  - G. Cheryl Christian, who had been editing Needle Arts as a contractor has become an EGA employee.
10. **Outreach** (Betty Baechle) – Chapter activity Information for her next summary report is due on 12-2-2011. This is a firm deadline and reps should ensure that it is met.
11. **Sun Region Roster** (Linda Anne Buehler for Debbie Sewell) A new region roster will be published before 12-31-2011. Chapters should send their officer lists to Debbie by 12-1-2011. If a chapter will be having an election in the month of December, they should send their *slate* to Debbie.
12. **Sun News** (Linda Anne Buehler) Linda Anne reminded everyone that the deadline for the next issue of the Sun News is 12-1-2011.
13. **Stitchers' Celebration** (Betty Baechle and Jenna McClooney) –

Jenna began by listing the members of the core committee: herself and Betty, co-chairmen; Pam Burke, treasurer and registrar; Lynn Abbey, Activities.

She reported that all region members with email addresses have been contacted through a Constant Contact “email blast” during the summer and that 14 have already registered: a good start toward meeting our 70 registrants goal.

In addition to being Sun Region’s primary fund-raising event for 2012, Stitchers’ Celebration will have a charity partner: the Ronald McDonald house. We will be able to do mutual advertising / website placements with them ; and off-site participation with chapters and non-attending members will be possible.

Jenna described Stitchers’ Celebration as having a non-restricted structure, with an emphasis on self-directed embroidery, but with optional stitching and fund-raising activities

**14. Ways and Means** (Geni Dickinson) – Report stands as submitted.

**15. WWW.sunregionega.org** (Lynn Abbey) - Wordpress is coming.

#### **Old/Tabled Business**

None presented.

#### **New Business**

##### **“Memory Wall”**

Jenna raised the question of incorporating a “Memory Wall” into the Sun Newsletter and/or Sun Region website. She explained that recently she was notified of the deaths of two EGA members with deep roots in the Sun Region. She suggested that the region consider a consistent policy to acknowledge their deaths and preserve their memories.

Lynn Abbey (webmistress) said that space is not a concern on the website. She suggested that chapters simply notify her whenever they have a person (or event) they wish to commemorate. She would reserve the right to edit the submissions before publishing them to the website. She also suggested that commemorations need not be limited to obituaries but might include commemorations of any and all Sun Region notables, including past/present directors and Gold Thread winners.

In the ensuing discussion there was informal consensus that the website would be the best location for region commemorations. There was some dissent and no formal consensus was sought. Lynn will draft prototypes in the website redesign.

#### **Future Educational Events in Sun Region**

Jenna began an open-ended brainstorming discussion of Sun Region’s educational events (seminars, cruises, and retreats) of the past, present, and future. After a “Power Point” presentation, she solicited opinions from all board members. The discussion was ongoing when the meeting was recessed.

**Meeting Recessed: approx. 4:30PM**

**Meeting Reconvened: 9:05AM, Sun. October 16, 2011**

#### **New Business, con’t**

**Future Educational Events in Sun Region:** The previous day’s discussion continued until Jenna asked if a consensus had been reached on the following points:

1. In 2013, Sun Region should sponsor a “retreat” with educational opportunities.
2. In 2014, Sun Region should sponsor a “real” seminar.
3. Two task forces should be convened – one to organize the 2013 event and a separate one to analyze the region’s sponsorship options and prepare a report with future alternatives.

A consolidated consensus vote was taken; the general consensus was unanimous

Convening the task forces was tabled until after the election of officers.

**Region Representative Reports:** Members augmented their Sun News reports with tallies of members gained since

May 31 of this and details of their recruitment successes.

**Election of officers for 2011 – 2014 term: Nominating Chair Jan Clark recommended the following slate of officers for approval by the board:**

<b>RD</b>	<b>Jan Clark, Indian River</b>
<b>ARD</b>	<b>Betty Baechle, Neapolitan</b>
<b>Secretary</b>	<b>Lynn Abbey, Chain Stitchers</b>
<b>Treasurer</b>	<b>Pam Doffek, Canopy Oaks</b>

**Rationale: to comply with Sun Region bylaws and policies.**

**Motion carried.**

The new officers were installed by former RD Pat Carrington. Outgoing officers were thanked for their service to the Region.

**Annual Meeting Adjourned at approximately 10:30AM**

**Organizational Meeting Called to Order at 10:30 AM, Sunday, October 16 by RD Jan Clark  
Nominating Committee**

Jan explained that the primary purpose of the organizational meeting is to elect a nominating committee for the 2011-2014 term. The committee shall consist of 3 members plus 2 alternates. She called for nominations. In order of recognition, the nominations were:

Pat Carrington  
Deby Talley  
Jineen Kulczycky  
Linda Hansen  
Geni Dickinson

She called for a vote to elect the nominees. The vote carried.

Per Sun Region policies and procedures, Pat, Deby, and Jineen will serve as the nominating committee; Linda and Geni will serve as alternates to the committee; and Pat Carrington will serve as the temporary chairman of the nominating committee until the committee elects a permanent chair.

**Tabled Business, brought forward**

**Future Educational Events in Sun Region**

Jan announced the creation of two task forces.

The first task force will prepare a proposal for a Sun Region sponsored retreat, to be held in 2013. Betty Baechle, Kay Dune, Joyce Ann Stevens, Peggy Beebe, and Janet Kassing will serve on this task force and will report to the Board at the April meeting.

The second task force will investigate options for Sun Region sponsored events in 2014 and beyond. Betty Baechle, Marge Holmes, Deby Talley, and Linda Hansen will serve on this task force and will report to the Board at the April meeting.

**Announcements**

Pam Burke announced that the weekend's fund-raising proceeds were \$280.

Jan Clark reminded the Board that the next meeting will be held April 14-15, 2012 at the Hilton Orlando/Altamonte Springs.

**Organizational Meeting Adjourned at 10:45AM**

Lynn Abbey  
Sun Region Secretary