



Sun Region Embroiderers' Guild of America

Jan Clark, Region Director

Minutes of Sun Region, EGA
Board of Directors Meeting
Plantation Resort / Crystal River, FL
October 26-27, 2013

Present (Voting Members)

Jan Clark, RD
Betty Baechle, ARD (& Sem 2014 Co-chair)
Lynn Abbey, Sect'y (& Website)
Kathy Singleton, Treas (& Finance, Roster, Sem 2014 Co-Chair)
Shina Lyons, Bermuda (proxy)
Karan Quintero, Biscayne (& Historian)
Anne Wright, Canopy Oaks (proxy)
Gaby Hubbard, Central Florida
Claire Nardone, Chain Stitchers (& Ways and Means)
JoyceAnne Stevens, duClay (& Outreach)

Ann Ashley, Gulfview
Jineen Kulczycky, Indian River (& Bylaws)
Joan Thomasson, Neapolitan
Kay Dune, Sand Dollar
Linda Anne Buehler, Sand Dune (& Finance)
Lynn Pittenger, Sandhill Crane (proxy)
Bonnie Hearl, Sarasota
Chris Zogus, Sea Grape
Betsy Harris, Stitching Gators
Deby Talley, SR 2015 Seminar (& Nominating)

(Non-voting members & Guests)

Margaret Kinsey, Parliamentarian
Cheri Hammer, Education
Adrienne Meyer, Newsletter
Pat Carrington, Nominating Committee Chair
Jenna McClooney, Social Media Co-ordinator

Linda Hansen, Sandhill Crane
Barb Harrison, Sand Dunes (& 2015 Dean of Faculty)
Marge Holmes, Biscayne
Linda Howe, Gulfview
Sue Howe, Gulfview
Marlene Jackson, Gulfview
Marilee Jett, Gulfview
Barbara Kolodziej, Gulfview
Alice Lauzon, Indian River
Zeena MacLean, Gulfview
Jane Newhouse, Sandhill Crane
Cathlee Rodgers, Suwannee Stitchers
Marcetta Steck, Suwannee Stitchers
Barbara Whetstone, Gulfview
Debbie Woodall, Sarasota

Betsy Agey, Gulfview, President
Betty Brandt, Gulfview
Sally Criswell, Suwannee Stitchers
Judy DeMeglio, Gulfview
Melodee Dinwiddie, Gulfview
Kathy Dougherty, Sand Dollar
Rhoda Flores-Toro, Suwannee Stitchers
Joyce Focht, Gulfview
Kate Goodman, Gulfview

Quorum verified by the secretary.

Call to Order 1:15PM by RD Jan Clark

Introduction of Board Members and Guests

After the introduction, Jan thanked members of the Gulfview and Sand Dollar chapters for hosting this event.

Minutes of the April 6-7, 2013 meeting (Embassy Suites, Jacksonville) were filed as published.

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

Karan Quintero, Adrienne Meyer, Jenna McClooney

Record of between-session actions:

Action: The Executive Committee made a motion to accept the appointment of Kathy Singleton to serve as region treasurer for the balance of the current term.

Motion Carried.

Action: The Executive Committee made a motion to approve the appointment of Deby Talley to serve as chairman of the Sun Region 2015 Seminar.

Motion Carried.

Jan welcomed Gaby Hubbard, Central Florida Chapter, and Joan Thomasson, Neapolitan Chapter, to the Sun Region board and presented them with their Region Representative pin.

Reports:

- 1 **Director's Report (Jan Clark)** – The report stands as presented in the Meeting Packet. In addition, Jan reported that national membership had increased by 149 in September, bring the national total to around 9450 members, which is still a year-to-year loss, but at least the number is rising again.
- 2 **ARD's Report (Betty Baechle)** – The next Sun Region Board of Directors meeting will be held April 4-6, 2014 at the Orlando Marriott in Lake Mary, FL. Cost and date information will be forthcoming in the December issue of the Sun News and on the region website.

Additionally, Betty outlined the need for and benefits of prompt registration. She explained the fixed surcharges associated with the meeting and the impact of the Beverage/Food allowance on overall costs.

The autumn 2014 meeting will once again be at the Sawgrass Resort in Ponte Vedra.
- 3 **Treasurer's Report (Kathy Singleton)** – The treasurer's report stands as presented in the Call-to-Meeting and the Meeting Packet.
- 4 **Bylaws (Jineen Kulczynsky)** – The report stands as presented in the Meeting Packet.
- 5 **Education (Cheri Hammer)** – Assisted by Barb Harrison, Cheri introduced Jenna McClooney, recipient of the Sun Region's 2013 Gold Thread award.

After the presentation, Cheri outlined changes to the Sun Region Education Grant.

A) There are still funds available for 2013 grants. Additionally, chapters that have already received a 2013 grant, may apply for a second grant. All applications for 2013 Education grants need to be in the treasurer's hands by December 27, 2013.

B) Due to a lower-than-budgeted number of education grants distributed to the region's chapters in 2012 and 2013, the balance in education grant fund is greater than it was projected to be at this time. As a result, the budgeted amount for the 2014 Sun Region Education Grant per-chapter award will be \$200.

Cheri announced her intention to make greater use of the Sun Region band sampler/banner and asked for assistance in charting its bands

- 6 **Finance (Kathy Singleton)** – Kathy announced that Linda Anne Buehler had volunteered to serve on this committee. She called for two more volunteers; Karan Quintero (Biscayne) and Claire Nardone (Chain Stitchers) replied that they would serve.

Kathy announced that the Indian River chapter has completed the audit of the Sun Region's 2012 finances. All accounts have been reconciled. Copies of the committee's report are available from the region secretary.

The Finance Committee made a recommendation to the Board:

The Finance Committee recommends that the budgeted drawdown from the 2011 seminar-proceeds money market be increased to \$3000 for calendar year 2014; This \$3000 would be disbursed to the chapters in \$200 grants according to the procedures contained in the 2014 Education Grant Guidelines.

The motion carried.

Per Sun Region Policies, there will be no expense reimbursements without receipts and a completed Region Request for Reimbursement form (Sec IV-g of the Region Representative's notebook) and that no deposits will be accepted without a Money for Deposit form (Sec IV-l-1 of the Region Representative's notebook).

The 2014 budget was presented for review.

- 7 **Membership (Jan Clark)** – Jan announced that we have two new chapters forming in the region. The first, Suwannee Stitchers (Trenton, FL), is waiting for final approval of their bylaws. The second, 7 Bridges (Jacksonville, FL), has applied for name approval and have begun working on their bylaws. She introduced prospective members of the Suwannee Stitchers chapter, asked them to speak about their plans for the chapter, and welcomed them to the region.

There is a possibility of a third chapter forming in the St. Petersburg area.

Region membership is currently 583 (with 549 chapter members, 40 MAL, and 34 life members).

- 8 **RD's Report from the National Board Meeting (Jan Clark)** – The report stands as presented in the Meeting packet with the following addition:

Sue Hacker Nelson, Director of Marketing at the national level, is continuing to develop a checklist and guide for evaluating (and improving) a chapter's "health." New membership brochures are being designed.

- 9 **Nominating Committee (Pat Carrington)** – The nominating committee *must* present a slate at the April 2014

meeting. They are aggressively seeking volunteers.

- 10 **Outreach (JoyceAnne Stevens)** – Report stands as presented in the Meeting Packet. JoyceAnne requested that chapters send their most-current updates to her by November 22, 2013.
- 11 **Sun Roster (Kathy Singleton)** – Reminded the chapter representatives to send updates, corrections, and revisions to her. She asked them to ensure that any email addresses they report for inclusion in the roster are *active* addresses. An email address that’s rarely checked is useless for the distribution of important information.
- 12 **Social Media Coordinator (Jenna McClooney)** – The report stands as presented in the Meeting Packet. Jenna also spoke about the ongoing International Teacher Tour (in conjunction with National Seminar 2013) and how it has been facilitated with social media.
- 13 **Sun Region Newsletter / Sun News (Adrienne Meyer)** – Deadlines are unchanged.
- 14 **Ways and Means (Jan Clark)** – Reported that she is still looking for a volunteer to head this committee. The region’s boutique items have been inventoried and repriced. The website will be revised to reflect these changes. New fund-raising items have been selected. Announcements of their availability will be distributed via the Sun News, the region website, the Facebook page and other channels.
- 15 **Website (Lynn Abbey)** – Report stands as presented in the Meeting Packet.
- 16 **2013 Event/Seminar – Viva Punt! (Jan Clark)** – Reported that the registered attendance was 69 with over half that number being first-time seminar attendees. The event took in just over \$2800. A draft report has been filed with the executive committee.
- 17 **2014 Event/Retreat – Crystal River Stitching (Kathy Singleton)** –Kathy gave an enthusiastic presentation for the upcoming event, urging the chapter representatives to carry the enthusiasm back to their chapters. She hopes that all region chapters will contribute “Opportunity Baskets” to support region fundraising.

Current and future information will be posted to the region website.
- 18 **2015 Event/Seminar – (Deby Talley)** – Deby announced that the seminar will be called “Stitchers’ Garden,” and that she has filled key positions on her committee but has openings left for anyone who wants to volunteer.

Unfinished Business

The region’s 3-year rotation of hosts for the board meetings was incomplete at the end of the last meeting. It will continue to circulate until it is complete.

Meeting recessed at 4:20PM

Meeting reconvened at 9:25AM 10-27-2013

Quorum was established.

Unfinished Business brought forward from Saturday

- 1 Finance Committee (Kathy Singleton)** – Kathy distributed a revised budget proposal, highlighted the changes between it and the budget proposal in the Call-to-Meeting and Meeting Packet, and made the committee’s recommendation for approval.

The motion passed.

Region Representative Reports: The representatives augmented their published reports with tallies of current membership (and changes since the last meeting), their recruitment history and details of current chapter activities

Final Announcements:

Jan asked Margaret Kinsey to give an update on the 2015 International Embroidery Conference of which she is the chair. The conference will be held May 14-16, 2015, in Williamsburg, VA, and will include six speakers and a visit to Historic Williamsburg. Other details are awaiting finalization and will be announced as soon as possible.

The Indian River chapter has volunteered to serve as host for the spring 2014 Sun Region Board of Directors meeting.

The winners of the silent auctions were announced. Linda Anne Buehler won the “Think Pink” item with a bid of \$44 which will be donated to the Komen Breast Cancer Foundation. Adrienne Meyer won the “Just*Nan Witchery” item with a bid of \$52 which will be deposited in the region’s general fund.

The meeting was adjourned at 10:15AM

Lynn Abbey, Sect’y
Sun Region