

AQGCC Meeting July 28, 2007
Minutes

Meeting called to order at 10 am by Gay Ann Harvey.

Gay passed around the committee master list and reminded the guild reps that there were still some spaces that needed to be filled. If their guild is not participating in a specific category (mainly dolls and wearables), they should not that on the list. Bear Valley, SLO and Almond Country have all of their committees filled.

Gay again requested that all of the guilds send a copy of the newsletter to the AQGCC PO Box. She will pass these on to Margaret to be posted on the website.

Gay previously sent information via email to the Board and Guild reps regarding permit applications for their raffle quilts. The permit applications must be submitted by September 1. Gay is chairing the raffle quilt committee. She asked that the guilds forward a copy of their permit to her to keep on file in case it is needed at the show. The website again is <http://ag.ca.gov/charities/>

The updated budget report that Gay had emailed was reviewed. Some of the updated information did not come through in the email, so she will send again.

Secretary – nothing to report. Minutes from the previous meeting were approved.

Treasurer – The deposit payments for the Trolley and tent need to be approved. There were two additional expenses to be approved. Rene made the motion, seconded and approved by all present.

Programs – There will be a meeting at Rene Jennings' house on August 4 to review the information from the Northern California and Southern California teachers meetings. Programs reps and guild Presidents should attend. She will email directions.

SCCQG – The Meet The Teachers meeting went well, 150 people attended the meeting. The next meeting will be on October 20 and will be about fundraisers.

PCH&G – Show dates August 17, 18 and 19. Auction on the 19th starting at noon. If other guilds want to sell tickets for their opportunity quilts, please contact Gay.

Website – Margaret did not have any announcements. She will be creating a page for the show, if anyone has pictures or information to post, they should contact her.

Communications – Jan presented the flyer they have created with information about all of the local guilds, to be distributed to the local quilt shops. The prices she has been quoted are B&W (500 copies) = \$140, 1side 4 color (reverse b&w) = \$228 if outsourced or \$335 if done in-house.

There was a discussion regarding contact information on the brochure. Each guild needs to provide correct website and email information to Jan and Margaret (for website). Margaret stated that she could set up email accounts under the AQGCC website and link it to another email if desired.

Ursula also suggested a revision date be added somewhere on the brochure.

It was decided that the first run of brochures would be 500 of the B&W on 70# Text Cream paper. The guilds will need to approve the expense before we can print. The Guild Representatives will present a sample to their Guild's Board and request \$25 to print brochures.

Rene Jennings presented the requirements for selling raffle tickets at PIQF and Road to California. She will need a commitment from guilds to cover the volunteer hours and ticket selling before she will commit.

Rene asked for someone to take charge of the AQGCC quilt and coordinate ticket sales and getting the quilt to guild meetings and quilt shops. Lisa Boatman volunteered to coordinate.

Quilt Show –

Vendors – no announcements. They have sent out preliminary acceptance letters to the vendors.

Publicity – Committee has met twice. They checked with the city regarding banners downtown but would not be allowed to as they are not a member of the Chamber of Commerce. The Madonna Expo Center said we can put banners on the fences prior to the show as long as there is no conflict with another event there. Ardith Davis reported that a large banner will cost around \$500. Ursula stated that changing the lettering (ie dates) usually ran around \$100. Ardith also stated that the cost for the glossy color postcards was high, and the committee was not sure if this was an effective use of their budget. Gay stated that the postcards would usually be sent to local stores and in the information packets sent to the SCCQG member guilds. The Board suggested doing half sheet flyers and bookmarks for the guild packets, posters for local stores only. Artwork for a poster will be brought back to the steering committee for approval. It was decided that we would not do postcards for this show. The committee is reviewing magazines and other publications to advertise in, most are expensive. Rene suggested printing some “Ask Me About...” badges for representatives to wear to other shows and meetings. Ardith requested anyone with suggestions regarding publicity email Gail Simmons or Ardith.

We discussed the ½ sheet flyer and made several revisions regarding the logo and wording. Ardith will take the changes back to the Publicity Committee.

It was decided that we would go ahead with a banner, bookmarks and ½ sheet flyers. Poster artwork will be reviewed prior to approval. We will not do postcards.

Advertising / Sponsorship -

Rene Jennings passed around a sample contract for the advertising. She was quoted a price of \$28 to print 2 ply carbonless forms. Gay asked if the Association President needed to sign the contracts. It was decided that the committee could sign for the Association.

Cheryl pointed out that it would be much easier if the advertisers submitted any copy electronically, via disk or email.

Design / Layout – has not met since June. They will meet again to estimate the number of quilts per guild and work with the Acquisitions committee.

Acquisitions / Bios – they are getting organized, need info from the Layout committee.

Programs / Brochures – they have met and decided that we will most likely go with the half sheet (5 ½ x 8) format program unless the program is too thick (depending on advertising sold), then it would be 8 ½ x 11.

Cheryl reminded everyone that each committee chair should maintain a binder with information on what the committee has done.

Set up – none

Admissions – none

White Glove – none

Opportunity Quilts – already covered in general business.

Challenge quilts – have not met yet. Chris had reported that a bolt of fabric will run around \$80, Rene suggested trading advertising for fabric, it was also suggested that we not use a specific fabric, only theme and size rules.

Wearables / Dolls – none

Miscellaneous Business –

Oct 12-14 PIQF

Nov 3 – Santa Maria Auction

Nov 10 – Almond Country Auction

Nov 17-18 – Central Coast Quilt Show

Nov 3 & 4 – Holiday Open House – Quilt Shop Hop

AQGCC Meetings Scheduled – August 25 and Sept 15, 10 am, same location

Meeting Adjourned 12:10 pm

Attendance July 28 Meeting

Rene Jennings (CC)
Cheryl Zelus (AC)
Ursula Fitzgerald (AC)
Sue Tonik (SLO)
Shirley Ochs (SM)
Jan Ostermann (SLO)
Darlene Shubert (OT)
Virginia Kennedy (BV)
Margaret Hagen (SLO)
Donna Feagin (SLO, BVQ)
Gay Ann Harvey (SLO, BVQ)
Lisa Boatman (BV, SLO)