



# QuiltFest, Inc. of Jacksonville

## Board Meeting Minutes October 15, 2022

### Attendees

All Star Quilters' Guild: June Daniels, Pat D'Elia, Sondie Frus, Ronnie Potter, Susan Sharpe, Linda Wilson  
Coastal Quilters: Jill Smith, Johnnie Woolard  
Friendship Quilters: Donna Eversole, Lynn Painter, Janis Turecky  
Honeybee Quilters: Carol Malicki, Anne Morgan  
River City Piecemakers: Mo Reiter  
St. Augustine Piecemakers: Isabelle Frost, Patty Girvan, Pam Leese, Cindy Pilkington

The monthly meeting of the QuiltFest board was called to order at 10:10 AM by board president Isabelle Frost.

The minutes of the August 16, 2022, QuiltFest board meeting were approved with the following corrections: there are 52 vendors for the show, not 62 as stated in the minutes. Jacksonville Weavers should be removed from the Special Display list. Remove the name Emma Fletcher. The minutes were approved as corrected.

The minutes of the August 30, 2022, QuiltFest board meeting were approved as previously distributed.

### President

- This meeting will be brief and will be followed up by the meeting to debrief the board on the 2022 QuiltFest.

### Vice President

- No report

### Secretary

- No report

### Treasurer

- No report

### Show Coordinator

- The show was well received, and there was nice feedback from attendees after the show.

### Nominating Committee

- Mo reported difficulty getting board members to accept the challenge of becoming a board officer.
  - There are no nominations for QuiltFest board president.
  - Pat D'Elia has agreed to serve as Vice President.
  - Johnnie Woolard will be Treasurer.

- Mo reported that there are no nominations for Secretary or Show Coordinator.
- Isabelle stressed that this is a very serious situation as QuiltFest cannot survive without officers to run the show. There cannot be a show without a Show Coordinator.
  - Susan is giving up the Vendor position. This is a job that is active all year with ongoing contacts with current and prospective vendors.
    - Pam Leese volunteered to handle vendors and stated she will be out of the state from April to August.
    - The goal for 2023 is to fill all vendor spaces.
    - Isabelle stated that income from vendors pays a large percentage of QuiltFest expenses.
    - The board also needs to discuss whether or not to raise vendor booth rental for 2023.
  - Someone with good organizational skills is needed for the Show Coordinator position.
  - Mo said that the committee chairs should have committees to help them - they should not have to do their jobs without assistance.
  - Isabelle stated that she will be available all next year to assist new committee chairs.

### **Other Issues Discussed**

- Pat expressed a concern about the difficulty in getting guild members to agree to participate on the QuiltFest board. Without participation from the guilds we cannot put on a show. Another obstacle to guild participation on the board is that the board meets at night, and many people prefer not to attend night meetings.
- Isabelle stated that she had thought of meeting with the presidents of all six guilds to see if they can get commitments from members to be on the QuiltFest board. She will call a meeting of current and incoming guild presidents to discuss commitments for next year to ensure that there will be a show.
  - Isabelle, Pat D'Elia, Susan Sharpe, Mo Reiter and Anne Morgan will serve on a committee to plan the meeting.
- Ronnie stated that even when there is no show, QuiltFest still has expenses to meet, e.g., insurance, storage unit rental, taxes, etc.
- The board will meet in December, although traditionally there has been no December meeting.
- The Prime has agreed to our use of the facility for next year's show, and they will provide free space for judging.

There was no further business, and the meeting was adjourned at 10:40 A.M and followed by the board meeting to debrief on the quilt show. The minutes for that meeting are on the following pages.

Respectfully submitted  
 Linda Wilson  
 Board Secretary



# QuiltFest, Inc. of Jacksonville

## QuiltFest Board Quilt Show Debriefing Meeting Minutes October 15, 2022

### Attendees

All Star Quilters' Guild: June Daniels, Pat D'Elia, Sondie Frus, Ronnie Potter, Susan Sharpe,  
Linda Wilson  
Coastal Quilters: Jill Smith, Johnnie Woolard  
Friendship Quilters: Donna Eversole, Lynn Painter, Janis Turecky  
Honeybee Quilters: Carol Malicki, Anne Morgan  
River City Piecemakers: Mo Reiter  
St. Augustine Piecemakers: Isabelle Frost, Patty Girvan, Pam Leese, Cindy Pilkington

### President

- Isabelle stated that the gate this year was 2,967, compared to 3,250 in 2019. She complimented the committee chairs for coming in under budget this year. The difference between expenses and income is \$21,208.85, but we still need to pay the guilds for Quilters Walk. We also need to pay our charities.

### COMMITTEE REPORTS

- Buses - Darlene Andrews
  - Darlene stepped in to handle buses on a temporary basis this year, but she will fill the position permanently in 2023.
    - Buses came from Tampa, Ocala, Gainesville and Titusville.
    - Fleet Landing and Penney Farms also brought buses.
- Community Service - Janis Turecky
  - About 150 Me Dolls were stuffed at the Community Service table. Fifty will go to the Ronald McDonald House and 50 to University Health.
  - Students from the Vision Education Rehabilitation Center (VERC) at FSCJ came to the show and stuffed hearts.
  - Janis thanked the guilds for donating polyfil for stuffing.
  - Two machines were donated by Cut Up and Sew and D&R, so Community Service now has four machines.
  - We need to make sure that we have people to help the children with their sewing and that there are enough chairs so that the helpers can sit next to the children.

- Demonstrations - Ronnie Potter
  - Ronnie made 12 phone calls and got six demonstrations immediately.
  - The demos were well attended with a “full house” at each demo. Three vendors told Ronnie that they sold out of the product they were demonstrating
  - Mo stated that several people came to her and volunteered to present demos.
  - Ronnie will handle demos in 2023. She will plan to schedule a demo every two hours each day.
  - Donna Eversole reported that her guild members asked that a white board be put up to list the demos for each day.
- Display - Jeanie Jacobson
  - Jeanie was not at the meeting. Both Isabelle and Mo stated that Jeanie did an outstanding job with Display.
- Hotel - Susan Sharpe
  - Susan reported that she had spoken to Antonia at the hotel. She went over the number of rooms we had contracted for, and the judge was upgraded to a suite.
  - Susan will send the information about the number of room nights we used to Isabelle.
- Judging - Mo Reiter
  - Mo stated that training is needed at all takein sites.
  - A statement should be added to the registration form stating that no zippered quilt bags will be accepted and suggesting the use of large pillow cases to hold the quilts for takein.
  - Judging space was furnished by the Prime.
    - Good lighting
    - Plenty of room
    - Free parking during judging
    - Moving the quilts to the show room went well.
    - Lunch room: go back to small water bottles.
  - The judge told Mo that the scribes were “wonderful.” Mo read a letter from the judge complimenting the judging and scribes.
  - Mo thanked Pat Styring who provided a training class for new scribes. As part of the training Lisa Schrek, who is a judge in training, held a mock judging during the training session.
  - Mo stated that it appears that many exhibitors are not aware that they can pick up the judge’s comments on their quilt(s) at the QuiltFest table.
  - Mo said that someone had suggested a Professional Quilter category. Objections:
    - It would cost more to fund another category
    - What determines a “professional”?
    - How much prize money would be awarded?
    - Etc.
  - Judging expenses were \$3,225, not including the hotel (\$1,526), and prize money totaled \$5,900. We brought in \$6,668, \$3,000 less than what we paid out.
    - We didn’t get enough category sponsorships to cover the cost of the awards. Mo said we might want to think about getting people to donate prize money anonymously
    - Ronnie is going to meet with Visit Jacksonville. One of the voting members for grants is a friend of Ronnie’s who told Ronnie that Visit Jacksonville has plenty of money, and QuiltFest should apply for grants. Isabelle said that there are some deficits in our budget that grants could help reduce. We cannot raise ticket prices again in order to bring in more money.
  - Mo was asked if it would be possible to break down the categories of quilts into original creations and quilts made from patterns and/or kits, and she said that we could not.
- Ways and Means- Cindy Pilkington
  - There are 32 sponsorships available. If all were sold, the total would be \$6,100.
  - We need to see if any members of the guilds have the ability to get people to donate money.
  - Cindy said that the only negative was that the person who agreed to sponsor Best In Show put in her company name as sponsor when she, personally, was sponsoring the category.

Cindy suggested adding a line to the sponsorship form asking sponsors to differentiate between personal and company sponsorships.

- Program - Linda Benton
  - Linda was not at the meeting. Isabelle stated that Linda did an outstanding job finding a way to save money on the printing of programs.
  - Mo stated that she didn't hear any negative comments about the type of program - printed on newsprint rather than glossy paper.
  - Isabelle said that she has about 50 leftover programs.
- Public Relations - Sondie Frus
  - From the drawing for the Amazon gift card, Sondie entered 1,500 names in a database. She said that many people said they would attend the show next year.
  - Sondie talked to Miss D, owner of Miss D's Quilt Shop in Palatka, who told her that many people think they know what a quilt is until they come to QuiltFest and are amazed at the artistry and quality of the quilts.
  - Sondie would like to find a videographer who would follow staging of the show from start to finish. The video could be shown at guilds to help raise awareness of and interest in QuiltFest.
  - Sondie stated that Jill Smith went to guilds in Fernandina Beach and Gainesville to get quilts for Silent Auction. We need to follow up with those guilds to thank them
  - There are graphic design challenges for next year - posters and bookmarks. Donna Eversole stated that a member of her guild (Friendship) is working on a painting that could be used.
    - Sondie gave out about 15,000 bookmarks. Ronnie found a local printer for the posters, but the bookmarks were done by mail order.
  - Advertising
    - We advertised on several on-line calendars and in several local media publications and websites.
    - Sondie sent bookmarks to guilds within a 300-mile radius.
    - Sondie asked if we should think about cutting down on the number of posters we print. Some businesses are corporate and need approval from the corporate office to put out posters and bookmarks.
  - Publicity - We need to make sure to reinforce the information that QuiltFest is a non-profit.
    - An article about QuiltFest appeared in "Arbus." We need to emphasize in articles that quilting is an art.
    - Cox Radio gave us one free Public Service Ad (PSA).
    - Jeanie and Jill appeared on First Coast News to talk about QuiltFest.
    - Melissa Ross on WJCT (Public Radio) covered the show on First Coast Connect, and WJCT gave us 14 free PSAs.
  - Sondie found senior facilities that have independent living arrangements. She is going to talk to them earlier next year to provide information about quilting and the show.
- QuiltFest Table - Pat D'Elia
  - Net income was \$3,018.94.
  - At the QuiltFest table we sold challenge packets from last year and about 200 pins. With the pins that were given to volunteers, we have about 65 pins left. We don't need to order more than 500 pins next year.
  - We need to plan the types of announcements to be made from the QuiltFest table each day - Quilters Walk, demos, sponsors, etc.
  - Isabelle stated that we need to take signups from the QuiltFest board for people to work at the QuiltFest table
  - We also need to decide if we want to go back to selling bags and/or tee shirts next year. Donna Eversole will consider ordering bags for next year's show (Sew Full of Whimsy).

- Quilt Sale Table - Krista Cline
  - Krista will handle the Quilt Sale Table for one more year. Isabelle stated that someone is needed to shadow and help her.
  - Guilds need to be informed earlier about the process for putting quilts in the show to sell.
- Quilters Walk - Tara Hackney and Eve Vallorani
  - Tara and Eve were not at the meeting.
  - Ronnie doesn't have a list of their expenses, so she does not have the amount going to the guilds yet.
    - We sold 1,327 tickets, with 473 left over.
    - Income was \$7,175, so maybe about \$6,000 total will go to the six guilds.
  - There were 53 baskets - 19 from the guilds and 34 from vendors (some vendors declined to donate baskets). (St. Augustine Piecemakers and Friendship each donated five baskets.)
  - The different theme baskets ("Dinner and a Movie," etc.) were popular.
  - It was felt that the floor mats were not helpful. They are heavy, bulky and time-consuming to install.
  - The boards for the tiers were missing but have now been found.
  - Tara and Eve will handle Quilters Walk again in 2023.
- Registration - Anne Morgan
  - The website worked perfectly.
  - PayPal was a problem when some PayPal payments didn't go through.
  - The download from the database went well, but it took a lot of time to do data entry. Excel could do the same job, and in 2023 we will try keeping records in Excel. We would still be able to use on-line registration.
  - There were 354 quilts judged. When kids' quilts are included, the total is 370 displayed.
- Mail-in Registration - Patty Girvan
  - Eighty quilts were received, along with 14 4-H quilts, and Patty had seven Godettes.
  - Only eight quilts were picked up at the show this year.
  - Patty said she will continue with the job for one more year, but she needs an assistant next year.
- Silent Auction - Jill Smith
  - Jill had a total of 138 quilts for Silent Auction.
  - Money
 

■ Credit card before charge for fees	\$1,676
■ Cash	475
■ Outstanding (people who won a bid but haven't paid for or claimed their quilts yet)	<u>240</u>
Total	\$2,227
  - She is getting mixed feedback on the new process for this year - Buy It Now or bid and wait for the results. People would go back to bid on a quilt and find it had been sold. Some show attendees felt that with the Buy It Now option, they had no incentive to go back and bid on a quilt.
  - Everything went for \$25 unless there was a bid on it. If someone wanted to buy a quilt that had a \$25 bid, then the price was \$25 plus an extra \$15.
  - Isabelle stated that she received feedback from members of her guild indicating that they felt that the quilters' work was not respected.
  - Jill said that she liked the new space this year because she believed she had more room to display the quilts. Mo said the space had better light.
  - Jill mentioned that the PVC pipes used for hanging the quilts are deteriorating.
  - Isabelle asked if more signage directing people to the Silent Auction would be a good idea, and it was agreed that it would be.
  - Jill suggested going to the guilds and recruiting people to enter quilts. This might make people feel more invested in QuiltFest.
  - The floor mats are not necessary - trip hazard.
  - The process of delivering quilts to bid winners may need to be modified.

- The Vision Education Rehabilitation Center (VERC) at FSCJ donated over 500 pairs of used eyeglasses that will be given to the Lion's Club.
- Show Theme 2023 - Donna Eversole
  - There is an artist in her guild who will create a painting for the show theme - "Sew Full of Whimsy."
- Special Displays - Susan Sharpe
  - The groups participating in special displays may have five people who get in free; everyone else must pay admission.
  - Isabelle stated that people liked the special displays. She wondered if next year we should look for different/additional displays. We have a list of other fiber arts groups in the area. We also might be able to get vendors who sell supplies for non-quilting arts, e.g., embroidery, knitting, etc.
  - Carol Malicki will handle Special Displays next year.
- Quilts of Valor (QOV)
  - The organization backed out of the show before it started. The QOV representative had health issues and did not have a backup plan but will plan better for next year.
- Vendors - Susan Sharpe
  - Money: \$58,000 - \$1,500 = \$56,500
  - There were 112 booths, 15 new vendors and ten vendors of non-quilting items.
    - Susan gave each vendor a survey, but only eight were returned.
    - Vendors like the new floor plan with the split rows and the Facebook advertising.
    - Vendors felt the show was well organized and run.
    - One vendor reported low sales.
    - A suggestion was made to enlarge and update the restrooms.
  - Susan has created a draft contract for 2023 with changes shown in red.
    - Recommending having space for demos, sponsorships, etc., on the contract.
    - Vendors recommended revising the show hour to 10-4 or 10-5, starting an hour later than the current start time.
  - Booth rental fee currently is lower than AQS show booth rental but higher than for smaller shows.
  - Vendors are not supposed to start breaking down their booths before 5:00 PM, but some ignored that rule.
  - It would be helpful to have carts available for setup and takedown.
  - Parking
    - Vendors get discounted parking for show days (they send a form to the Prime for discounted parking). Susan recommended free parking for vendors, rather than discounted parking.
    - No unilateral decisions about parking should be made by non-QuiltFest board members.
    - Handicap parking was extended too far.
    - Entry into the parking lot took too long when the attendants were running credit or debit cards.
    - Some parking lot attendants were taking cash, and Mo reported it to the Prime.
    - Several people mentioned the long wait to park. Some local customers did not come to the show because of the high price of admission and the requirement to pay for parking.
  - PRI
    - On checkin day PRI needs enough people at the show to assist vendors. An early-arriving vendor had to wait two hours to get the correct tables (they had forgotten to submit a request form).
    - Signs were not hung in the vendors' booths on Wednesday.
- Volunteers - Lynn Painter
  - The on-line volunteer form had mixed responses from people using it, but we will continue to move forward with on-line volunteering.
  - We need to work with more accurate numbers for volunteers needed for each job.

- Lynn had to pull volunteers from white glove to work in other areas that were short on volunteers.
- More information is needed on the activity in each job.
- A white glove coordinator is needed.
- We need a better idea of who is coming to the show and when.
- Lynn suggested selling tickets online, and Isabelle stated that we would need to use TicketMaster to sell tickets online.
- Website - Anne Morgan
  - Sponsors were added to the site.
  - Anne will work on a page showing our charities
  - Isabelle asked if we could put testimonials on the website, and Anne said that that is possible.
- Young Quilters - Pat D'Elia
  - There were 15 Young Quilters. Pat reported that they were very pleased with the goodie bags they received.

There was no further business, and the meeting was adjourned. The next regular QuiltFest board meeting will be on Tuesday, November 15 at 7:00 PM.

Respectfully submitted  
Linda Wilson  
Board Secretary