



Conference of Northern California Handweavers, Inc.
P.O. Box 191119
Sacramento CA 95819-1119

Advisory Council Meeting
Marriot Oakland City Center
1001 Broadway
Oakland, CA 94607
Saturday, September 21, 2013
10:00 am
MINUTES
FINAL – Approved January 18, 2014

1. The meeting was called to order by Chair Kathleen McPherson at 10:13 am.

In attendance were:

Area 1: Merrie Hewitt, Joan Near

Area 2: Kathleen MacPherson (Chair), Lee Bergman, Alternate

Area 3: Eugenia Gwathney

Area 4: Suzanne Woodhead, Jennifer de Jung (Secretary)

Area 5: Judith Sorgen, Connie Anderholm

Also in attendance: Arline Zerkel (Co-Chair 2014), Judy Fisher (CNCHnet), Erin Maclean (Admin. Asst.), Norma Lee Andres (Registrar 2014), Judy Calder (Galleries 2014), Debbie Elliot, Liaison, Tamalpais Weavers Guild, Gail Wilson (Treasurer 2015)

2. Approval of Minutes August 31, 2013

Merrie Hewitt motioned to approve as corrected with a second from Judith Sorgen. The motion to approve passed.

3. Treasurer's Report

Erin Maclean reported in Treasurer Joan Anderson's absence. A CD was moved into Checking. The Maximizer account has \$146,220.29 (including the CNCH Scholarship Fund). \$10,000 seed money has been paid to 2015. \$1,534 was added to the scholarship fund from CNCH 2013. CNCH received rebate from insurance. To date CNCH has received \$150 for Guild assessments.

Judith commented that the scholarship fund is now over \$4,000 and asked if we wanted to increase number of scholarships available. Options discussed including giving 10 scholarships and increasing from \$320 to \$365 to pay for cost of a 12-hour class registration. Following a motion by Eugenia and second by Merrie, the committee elected to retain five scholarships and increase the maximum amount to \$365 per recipient. Scholarship Winners will be awarded only the amount for the number of hours they enroll with a maximum of 12 hrs.

Additionally, in the event of no applicants from a CNCH area, select additional scholarship recipients at large for a total of five scholarships. Suzanne made the motion, Eugenia seconded and the motion passed.

4. Old Business

a) CNCH 2014

Arline reported that Joan Anderson sent her a message suggesting that 2014 would likely sell 80 12-hour classes vs. the 36 they'd estimated and they will adjust the budget projections accordingly. Arline received a personal credit card for conference business use. She anticipates no charges to be added to the card and has that request on file with the hotel. There will be no AV used for the Liaison meeting and limited AV for conference due to costs. The Committee is reacting to suggestions to promote registration .

b) CNCH 2015

Merrie introduced Joan Near as her Conference Co Chair. They have visited all but one guild in area and are disheartened by lack of interest in volunteering. Linda Heiple is registrar for 2015. The first committee meeting is scheduled for November 16. To minimize impacts and costs to the volunteer committee, they will use Skype and conference calls. Eugenia +1 volunteered to help the committee.

c) Conference Revenue for Small Conferences

Kathleen led a discussion on challenges of added financial burden to small conferences. It was noted that small conferences do not have the vendor income to the venue to offset other conference costs. The topic was dropped with no action recommended.

d) Area 1 Advisor and Other Area Alternates

Area 2 now has 2 alternates. There is one vacant Advisory Council member for Area 1. Joan Near offered to accept the role and was accepted by committee. Joan is a member of Carmel and Santa Cruz Guilds. Area 3 and 1 still need alternates and Kathleen will mention at Liaison meeting.

e) Other

5. New Business

a) Annual Review Sheet for Web Manager

Kathleen led the discussion about the Web Manager review form. Item #3 was addressed in terms of responsibility for content as it is not in the web manager position. The topic was tabled for further discussion at the Winter meeting. Also, the committee will consider if Mail Chimp should be added to list as #7 or #8?

b) The Winter AdCon Meeting date will be January 18, 2014.

c) Other

Suzanne prepared a conference budget guideline for AdCon review. Kathleen and Suzanne have discussed the guideline. Kathleen directed future conference chairs to use this guideline when preparing a budget and to prepare a budget prior to any other activities including contracting with a conference venue.

Also, Erin reminded the CNCH 2014 committee to check into a City of Oakland tax for which we are not liable. CNCH paid only \$1 to the City of Oakland for the 2012 conference due to CNCH's non profit status.

Additional items for the AdCon winter meeting agenda include: review of conference guidelines (in the green binder) and instructor pay guidelines.

6. Judith moved to adjourn; Eugenia seconded. The meeting was adjourned at 11:16 am.

Submitted by Jennifer de Jung