**Advisory Council Meeting**

**ONLINE ZOOM MEETING**

**January 25, 2020**

**10:00 am**

**FINAL MINUTES**

1. Call to Order Joan Near

The meeting was called to order by Chair Joan Near at 10:05 AM. In attendance:

Area 1: Joan Near (Chair), Merrie Hewitt

Area 2: Kay Thorne, Kathleen Macpherson (Alternate)

Area 3: Nancy Alegria, Reba Siero

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

Area 5: Absent

CNCH 2020: Jodi Paley, Ann McDonough, Barbie Paulsen

CNCH 2021: Kay Thorne

Erin Maclean (Administrative Assistant), Melissa Plummer ((Web Manager)

Suzanne asks that a new business item from last meeting be added to the agenda (the Conference pays for the Liaison Luncheon).

2. Approval of Minutes, September 21, 2019 Jennifer de Jung

Kay moved to approve; Reba seconded the motion and the motion passed.

3. Treasurer’s Report Suzanne Woodhead

See the Profit and Loss Statement

Suzanne explained details of the financial reports including the conference refund. The $585 refund was sent to a cancelled registrant from 2019 who did not cash the check, numerous attempts to reach out have not elicited a response, therefore the funds show up under expenses in the P&L report.

Some guilds are not up to date on their payments to CNCH including one large guild. Erin has followed up on those outstanding.

The annual renewal fee for Zoom is $149 and is included in the WWW line item.

Balance Sheet Report

Four CNCH grants were offered. One area did not have any acceptable applications. Note: The application period had to be extended for lack of adequate response. The total assets for this report are $167,019.43 including $20,000 out to 2020 as seed money and $147,629.72 in checking and Maximizer accounts.

Expense

4. Old Business

a) CNCH 2020 Barbie Paulsen, Jodi Paley, Ann McDonough

Registration: 61% registered with 151 regular and 25 mini registrants. There are 125 hotel rooms booked meeting Thursday night and Friday night minimums. The conference will have individual signups for classes on site. Two areas are not filling: spinning and basketry. If we had to do right now, we would cancel 4 classes, 3 instructors including a felting class and four-sided basket class. Joan Near suggested MailChimp to market and Nancy Alegria recommended using FaceBook advertisements which did get some response in 2017. Class cancellations are getting dire (Joan Near). Google drive is available to get updates, so CNCH AdCon members need to email the conference co-chairs with email addresses associated with Google. There was a discussion about when to make ala carte classes available led to agreement that they would only be offered onsite. The current balance = $87,000 and audiovisual costs are coming in at $4,000 less. Joan suggests MailChimp to all the guilds and a list to guilds on the classes they want to fill plus marketing via CNCH.org. Registrants appear to opt for the hotel registration instead of paying the additional $100. This strategy has been successful.

 b) CNCH 2021 Kay Thorne

We are definitely at Cal Poly, 9-11 of July 2021 with arrival scheduled for July 8, 2021. Cal Poly will have a contract this coming week. Suzanne can write the check to Cal Poly in lieu of setting up account. Joan is seeing a downward trend of registration. Cal Poly doesn’t mandate room nights. The committee is expecting to get Southern California registrants. There is no maximum or minimum for rooms and meals in the contract. Joan reiterates complaints from 2019 over the long distance between classes. Kay reports that there will be a shuttle service available. The committee is reaching out to the Southern California guilds. Kay is chairing along with Janie Taylor. Kathleen reminds that 2 people from 2021 must be available to commit to continue with the Advisory Council for a five-year period. A meeting will be scheduled for the area 2 guilds at the first part of March. Kathleen will schedule a meeting with guilds nearby in the foothills. Jodi wants to post on dates for 2021 but it was decided… to post after the 2020 conference. There are no cost projections yet.

Kay will present at 2020 and will get brochures of Cal Poly.

 c) Guild Resource Sharing Update Joan Near

An access “button” is now on the CNCH.org website. So far, response is anemic.

 d) CNCHnet Editor Joan Near

The person who we did not select still wants to do the job. She is currently ill but is enthusiastic about the job. Joan will contact Cathy and offer the position.

5. New Business

 a) Banking/Guild Issues Suzanne Woodhead

There have been difficulties for guilds and conference committees in setting up accounts. CNCH now has rotating accounts for use by conference committees. Also, Guilds need to file for non-profit status. Suzanne suggests that CNCH have a template for guilds to set up their NP status. The template should include articles of incorporation, how to get tax exempt status with IRS and the proper tax ID. Suzanne suggests that users feel free to amend. Erin talked to the CNCH tax accountant and he suggests that all the guild accounts be under the umbrella of CNCH. There was not any support for this second option. This needs to be on the Liaison Meeting agenda at the upcoming meeting. Erin suggests that there are smaller guilds that not able to afford to do this. Erin brings up the issue of insurance if all are no longer under the banking umbrella of CNCH. Kathleen moves that we go to a professional legal counsel (a non-profit attorney) to come up with suggestions. Erin will contact some attorneys. Erin notes that our insurance underwriter may have some resources for us. Suzanne will check on someone too. Erin will check on NOLO press as well. Kathleen makes a motion to approve $1,000 for a consultation with Reba seconding. The motion passed.

 b) Conference Grant Application Wording Suzanne Woodhead

Joan notes that there was an issue with the conference grant this year. Therefore, we are proposing to amend the grant language to require full registration. All questions need to go to our Administrative Assistant. There followed discussion about when to go live with the grants relative to the beginning of registration so grantees are given a discount code to use on RegFox or paying grantees at check-in at conference. Suzanne suggests that CNCH post / Mailchimp… to all the guild members … Joan and Erin will discuss options… The CNCH AdCon will discuss this more fully at the August 2020 meeting. Joan and Suzanne will wordsmith the possible post.

 c) AdCon Meeting Date/time @Conference Barbie Paulsen

The General meeting will take place at the Banquet. Kay will make announcement of 2021 at that time. The Liaison meeting (Room for 50+) is scheduled for Saturday April 4, 4:45-5:45.

Friday Noon (12:15) is reserved for the AdCon meeting. (

lunches to go will be available in the Hyatt Atrium). Erin will touch bases with Barbie prior to the meeting for location.

 d) Other: Nancy Alegria is looking ahead at 2022. She will be looking into hotels and someone else is needed to chair. She wants to be on agenda for the Liaison meeting in April. Nancy will get together with Reba. Ann McDounough is setting up access to Google docs. Ann will contact Kay.

6. Adjournment: Jennifer made the motion and everyone seconded.

The meeting was held via: <https://zoom.us/j/4753359474>, Meeting ID: 475 335 9474

Draft Submitted on April 15, 2020 and approved by the Advisory Council August 22, 2020.

By Jennifer de Jung, Secretary, CNCH Advisory Council