

Embroiderers' Guild of America

Mid-Eastern Region EGA Meeting

Fall 2020

September 26, 2020; Zoom Meeting

Meeting Time 10:00 A.M.

Call to Order

The mission of the Embroiderers' Guild of America is to inspire passion for the needle arts through education and the celebration of its heritage. (www.egausa.org).

Welcome and Introduction of Guests

The meeting was called to order at approximately 10:00 A.M. on September 26, 2020.

All attendees and guests were welcomed to the meeting. Jean Hubsch, Region Director, asked for a flexible agenda for the meeting.

Zoom meeting host, Mary Van Tyne, made it known that she was recording the meeting to assist Caryn Fuchs, Region Secretary, with the typing of the minutes.

Establish Quorum: Caryn Fuchs completed roll call and named auditors

Attendance was called. Jackie Droleski and Terry Faber were chosen as auditors.

Members Present

Executive Board

- Region Director, Jean Hubsch
- Assistant Region Director, Jackie Droleski
- Treasurer, JoAnn Huddle
- Secretary, Caryn Fuchs

Committee Chairs

- Bylaws Chair, Julie Fera
- Education Chair, Mary Van Tyne
- Historian, Betty Berkebile
- Newsletter and Webmaster, Katie Tomlinson
- Outreach Chair, Sharon Mozeko
- Parliamentarian, Judy Badger (also present as Keystone Chapter Region representative)
- Policies and Procedures Chair, Julie Fera
- Ways and Means, Shelly Meldrum (also present as Chemung Valley representative)
- Seminar 2020 Chair, Jean Hubsch (also present as Region Director)

Region Representatives

- BC Stitchers Chapter Region Representative, Carol Young
- Central New York Chapter Region Representative, Danielle Gerard
- Corning Chapter Region Representative, Terry Faber, Proxy
- Crawford County Chapter Region Representative, Fran Orfino
- Genesee Valley Chapter Region Representative, Rosemary Altman
- Mohawk Chapter Region Representative, Wendy Weber
- National Trails Chapter Region Representative, Lori Abraham

- South Towns Needle Nuts Chapter Region Representative, Irene Andruczyk
- Three Rivers Chapter Region Representative, Cecilia Bastone
- Treasured Stitchery Chapter Region Representative, Terry Faber

Members Absent

- Nominating Committee Chair, vacant
- Buffalo Chapter Region Representative, Patricia Moss

A quorum was established.

Notable Guests

No notable guests were present.

Consent Agenda: Ratification of Minutes of the Spring 2020 Meeting: Caryn Fuchs (auditors Jackie Droleski, Terry Faber)

Jean Hubsch asked if all were in agreement with the Spring minutes; all stated aye, minutes were ratified.

Jackie Droleski and Terry Faber volunteered to audit the minutes of the Fall 2020 meeting. After their audit, these minutes will be sent to and voted on for approval by all board members.

No between-session voting was conducted between the Spring 2020 meeting and the Fall 2020 meeting.

Region Director's Report: Jean Hubsch

The report stands as submitted.

However, Jean did want to highlight that the National meeting was held via Zoom and recorded. It can be viewed on YouTube. The link to the meeting is on the EGA website under the Resources section. The meeting itself is approximately an hour and a half. If you do not want to watch the meeting in its entirety, you can forward it to the presentation by Celeste Chalasani, National Education Chair. The PowerPoint presentation, which starts at about 23 minutes provides an overview of all the educational opportunities available as an EGA member. Please share this information with your Chapter members.

Jean also noted that two chapters are officially dissolved from our Region, Chautauqua, and Presque Isle. National voted to approve the dissolution of these two chapters at the National Board meeting. Jean also noted that our Region membership is also down to approximately 350 members.

Assistant Director's Report: Jackie Droleski

The report stands as submitted.

Treasurer's Report: JoAnn Huddle

JoAnn presented the balance sheet and profit & loss statement from QuickBooks for all Region activity through 9/22/2020. During her presentation, she also reviewed her notes which detailed by line item the amounts of each fund within the savings account. An additional line item that was clarified was the unrestricted net assets. This is a result of the first time set up of the books starting with a zero balance and some 2019 expenses that have been posted in 2020. This amount will resolve itself during the year-end 2020 closing of the financial books. This is a normal part of the process of starting a new company. During a review of the profit & loss statement, Jean did note that the travel expenses do include some expenses from 2020 as she & Gerry traveled to National for a meeting in early March. We are currently running at a deficit due to being unable to hold seminars or other educational events that normally generate income for the Region.

No questions were posed to the activity; the report will be filed for audit.

Jean Hubsch also made mention to the Board that the 2018 & 2019 books were audited by Corning Chapter members, Lori Corbett and Patty Kahl. Books were found to be in satisfactory order.

Committee Reports

Bylaws: Julie Fera

The report stands as submitted.

Education: Mary Van Tyne

The report stands as submitted.

Historian: Betty Berkebile

No report was received before the meeting and no report was made at the meeting.

Newsletter and Website: Katie Tomlinson

The report stands as submitted.

Nominating Committee: Vacant

The report stands as submitted.

Outreach: Sharon Mozeko

The report stands as submitted.

Sharon did note the report she submits to the National Outreach Chair at year-end needs to be submitted in a specific format. A blank copy of the spreadsheet will be sent out to all Region Representatives for use to submit their final year-end report. Please remind your Chapter Outreach to send their reports to Sharon by the beginning of December.

Policy & Procedures: Julie Fera

The report stands as submitted.

Ways & Means: Shelly Meldrum

The report stands as submitted.

Region Representative Reports

BC Stitchers: Carol Young

The report stands as submitted.

Buffalo: Patricia Moss

No report was received before the meeting and no report was made at the meeting.

Central New York: Danielle Gerard

The report stands as submitted.

Chemung Valley: Shelly Meldrum (Provisional)

The report stands as submitted.

Corning: Terry Faber (Provisional)

The report stands as submitted.

Crawford County: Fran Orfino

The report stands as submitted.

Genesee Valley: Rosemary Altman

The report stands as submitted.

Keystone: Judy Badger, Betty Berkebile

The report stands as submitted.

Mohawk Valley: Wendy Weber

No report was received before the meeting and no report was made at the meeting.

National Trails: Lori Abraham

The report stands as submitted.

South Towns Needle Nuts: Irene Andruczyk

No report was received before the meeting and no report was made at the meeting.

Three Rivers: Cecilia Bastone

The report stands as submitted.

Treasured Stitchery: Terry Faber

The report stands as submitted.

Old Business

Seminar 2020+1 – Jean Hubsch

The report stands as submitted.

Jean noted that registration is currently open and we have 54 registrants who opted to hold over their registration from this year and one new registrant.

A final decision will need to be made by the end of January 2021 to avoid losing substantial monies according to the contract. This decision will be dependent upon changes with the current COVID-19 pandemic restrictions in place in the state of New York. Jean remains hopeful that we can have an in-person seminar, if not, there is talk of hosting it virtually.

Status of MER – Judy Badger

The report stands as submitted.

Judy noted that during a recent meeting that was held with the chapter Presidents, the committee asked each chapter President to meet with their chapter and take a vote. The vote needed to address two main topics. Does the membership want to redistrict and which region they would like to merge with? Please submit the results of your chapter's vote by December 1, 2020.

The Keystone Chapter did vote in favor of redistricting and would like to merge with the Mid-Atlantic Region.

Jean confirmed for everyone that the vote should be done as a chapter, by primary members only. Jean has provided Marge Kelly, National Vice President, the summary of the survey results, and the talking points to formally make her aware that we are researching this as an option. Marge did advise Jean that the number of regions is determined by the National by-laws. This would result in a change to the by-laws if there is a merger and our region is no longer in existence. This change would be voted on at the National meeting; the soonest this would happen would be at the annual meeting in September of 2021.

Other Old Business

Seminar 2022

Judy Badger provided an update on the status of progress on the 2022 seminar. Before the onset of the pandemic, the Seminar Chair, Betty Berkebile, and Dean of Faculty, Judy Badger were looking into venues and were close to accepting one of the proposals. A call for proposal to teachers has not been sent out due to no firm date or venue being secured. With the current redistricting motion, Judy is unsure if we should hold another seminar or a Little Stitches instead. General discussion ensued regarding the feasibility of a seminar over Little Stitches.

Julie Fera made the following motion:

That MER change the educational event for 2022 from a Region seminar to a Little Stitches with Betty Berkebile & Judy Badger remaining as chairs.

Rationale: The participants in the Region are unlikely to attend a seminar two years in a row and a Little Stitches is easier to facilitate given the size of the event.

JoAnn Huddle seconded this motion. A vote was called and the motion passed.

Camp Stitch a Lot

Due to the ongoing pandemic, Camp Stitch a Lot will not be held at Villa Maria in January 2021.

The second Camp Stitch a Lot to be held at Watson Homestead in Painted Post, NY is still tentatively scheduled to be held July 31, 2021 through August 2, 2021.

New Business

2021 Budget

The proposed 2021 budget was reviewed. The projected budget shows an operating deficit at year-end 2021. The Region may be able to offset this deficit by having a seminar or retreat, however, group limitations and travel restrictions surrounding the global pandemic will determine if we can have these types of events.

Julie Fera made the following motion:

MER approves the proposed 2021 Budget as presented.

The motion was seconded by Terry Faber. A vote was called and the motion passed.

Future GCC's or other education events/programs

Mary Van Tyne made the following motion and related talking points:

That MER spend up to, but not more than, \$400 to host an embroidery-related lecture through Zoom Webinar before March 2021. This lecture would be presented free of charge to all MER members and open to all other EGA members for a cost of \$5.

Rationale: The increase in educational opportunities for MER members.

Talking Points:

1. This would be an educational event for MER members that wouldn't require them to travel anywhere.
2. I've been a long-time proponent of educational events that don't involve physically creating an item that may not be completed.
3. While the COVID-19 pandemic prevents MER members from gathering in person, many chapters have embraced the use of new technologies, like Zoom; this is a way to take advantage of new technology to try something different.

4. No other region has tried something like this yet; we could pioneer this learning model among EGA regions.
5. Zoom Webinar is inherently more secure than Zoom Meeting, as it requires someone to register for the lecture in advance. This will prevent “Zoombombers” and other disruptive behavior.
6. Note that Zoom Webinar costs \$140 for one month of access. This is for a webinar of up to 500 attendees, one host, and up to three panelists. The remainder of the financial request is for the lecturer’s fee.
7. Zoom Webinar allows attendees to ask questions through a Q&A interface, which the host can moderate.
8. Zoom Webinar works better than Zoom Meeting for attendees who have limited bandwidth or poor Internet connections. This describes many of our region members.
9. If we charge a fee to attendees from outside MER, we can recoup some of the setup costs.
10. I've used this technology before to host and moderate sessions of up to 2,500 attendees (at scientific conferences for work). While I'm not a Zoom expert, I have prior experience and access to pro-level tech support, in case we run into problems. It is vitally important to me that this be successful, for our members and MER as a whole, and even more so if we invite non-MER members as well.

The motion was seconded by JoAnn Huddle. A vote was called and the motion passed.

General discussion ensued regarding how to determine who would be the potential lecturer. It was decided by the group that it needed to be an educational lecture to be held via a Zoom webinar. A Zoom webinar would ensure that those members with connectivity and low bandwidth would not have any issue participating.

The consensus of the group was to have the lecture on color theory as it is a topic that will broadly appeal to the membership. The two lectures selected are Seven Ways of Color Contrast by Laura Smith, or, if she is unavailable, the second choice is Emotion of Color by Kathy Reese.

The target date for this would be either February 20 or 27, 2021 at 1:00 pm EST. Advertising for this event can be done through the Region's Facebook page, the National website, or their blog.

Judy Badger made the following motion:

MER spend up to \$400 from the Erma Blair Fund to pay for the webinar.

Rationale: It is a good use of education monies for the benefit of all MER members.

Terry Faber seconded the motion. A vote was called and the motion passed.

Policy & Procedures updates

Julie Fera made the following motions to update the Policies & Procedures to align us with National and to update the way we conduct business.

I, Julie Fera, move to make the following changes to the P&Ps:

- **On page 18 of the full P&Ps and the next page, change the 1099 Misc. to “IC Payment Reporting Form”**
 - *Rationale: to be consistent with the wording used by EGA*
- **On page 22 of the full P&Ps and page 3 of this document, add the words "and teleconferencing":**
 - *Rationale: change to how MER does business*
- **On page 34 of the full P&Ps and page 4 of this document, add the words "and Online Classes" where appropriate and add a statement for that:**
 - *Rationale: change to how MER does business*
- **On page 82 of the full P&Ps and page 5 of this document, add the words "and social media":**
 - *Rationale: change to how MER does business*

I, Julie Fera, move to make the following changes to the P&Ps for Little Stitches:

- **In the Table of Contents and all additional locations in the document change the name 1099-Misc to the “IC Payment Reporting Form”**
 - *Rationale: to be consistent with the wording used by EGA*
- **Under How to Find Teachers, change “Educational” to “Education:**
 - *Rationale: change to correct title of the position*
- **Change the teaching fee to “as set by the MER Board”**
 - *Rationale: to be consistent with motion approved at MER Fall 2017 meeting*
- **Under Brochure Chairman duties, omit the duplicate duty’**
 - *Rationale: self-explanatory*
- **On the Letter to Advertisers, change the “return to” title to “Brochure Chairman”**
 - *Rationale: change to correct person responsible*

The motions were seconded by Sharon Mozeko. A vote was called and the motions passed.

Mary Van Tyne made the following motion and related talking points:

To amend that a Group Correspondence Course will be canceled if there are fewer than five (5) participants.

Rationale: That MER spends money to educate a reasonable amount of people most cost-effectively.

The motion was seconded by Terry Faber. A vote was called and the motion passed.

Outreach

Sharon Mozeko presented an outreach project for the Region, Hearts for Hospice. Our members would stitch hearts that can be finished into ornaments, finished, and given to local hospice houses within our Region. The pattern will be made available in the newsletter for all chapters to have access. Should a chapter not have anyone able to finish the stitched hearts, the chapter outreach can contact either Jackie Droleski or Sharon Mozeko who will assist in coordinating having their items finished. No-sew finishing instructions will also be available to the chapters.

Spring Meeting – April 30, 2021, Corning, NY

The Spring meeting is tentatively scheduled to be held on Friday, April 30, 2021, in Corning, NY at the Region seminar. If the seminar is canceled, the meeting will be held on Saturday, May 1, 2021, via Zoom.

Other New Business

Adjournment

Jean Hubsch called to adjourn the meeting at 11:52 am.

Action Items

Please note: completed action items are left on the list for the meeting after their completion to show that they have been completed. They will drop off the list at the subsequent meeting.

	Who will accomplish this?	By when?	Completed?
Verify the information for your chapter president, chapter treasurer, and the number of members, and send that information to the region director.	All region representatives	As soon as possible	Ongoing
Verify the information for your chapter president, region representative, and newsletter editor (if your chapter has one), and send that information to Katie Tomlinson.	All region representatives	As soon as possible	Ongoing