

NOTES from Special OCQG Board Meeting 10-18-21

— Purpose of meeting was to discuss options for 2022 Quilt Show

President Juli Seydell Johnson called the meeting to order at 7:07pm, having verified that a quorum was established.

Juli reminded the group that although all committee members are also members of the Board of OCQG, and all may participate in the discussion, only ONE vote per committee is allowed.

Quilt Show Co-Chair Pam Ehrhardt reviewed the procedural process — How Quilt Shows are Run — from start to finish. Her example referenced our 2017 Church Pew Quilt Show which had an attendance of roughly 600 during Friday evening and Saturday. The Guild Show was a paying participant in Friday night's downtown Gallery Walk, and also a paying participant in the Summer of the Arts Saturday Scheduled Events.

Juli then discussed at length the option of an alternative show at Iowa City's new Public Works Facility in connection with their Open House to be held in mid-May 2022. This alternative show would offer something new and unique to the guild's show, along with the expectation of several thousand persons in attendance during the Open House. She has themed this alternative show, "Beauty and the Beast."

Juli then introduced a new OCQG member, Sherrie Adkison, who is also a member of the Muscatine Melon Patchers Quilt Guild.

Sherrie discussed her experience in their shows and said the Muscatine Guild rents out their quilt racks for other guilds to use. They are white PVC and rental cost is \$20 per "UNIT" which is 8x16x16 feet and holds approximately 10 quilts. (Cost to hang 100 quilts approximately \$100; 300 quilts approximately \$600. Also transportation from Muscatine in truck/s would be required).

Sherrie also asked if we have vendors, or appraisers. The alternative space would allow our Raffle, but not vendors, or appraisers.

Several other Questions were raised by members at this point and later after we had gone through the Pros and the Cons of the new alternative space. I will list all of the Questions that arose throughout the meeting which were not connected to the Pros or Cons at this point.

1. What would happen if COVID restrictions were enacted (for instance in Churches, necessitating our guild meetings to switch back to ZOOM). —Juli responded that because this is an OPEN AIR space, any restrictions would not apply to it and the space will allow for adequate social distancing.

2. Parking? —Juli responded that the entire lot will be open, this is the only event, and there is no softball that weekend.

3. Would this new venue scenario require more planning and upfront work in addition to overall work of mounting a show? —Juli responded Yes, however the City could help with more assistance and resources. City staff will help carry the quilts into the facility, hang, and take down the quilt display. Paid City staff would also be responsible for cleaning the space and the vehicles prior to Set Up.

4. In past some visitors to our show had difficulty walking distances. Could the show be concentrated in a smaller space? —Juli responded yes.

5. If trucks or other vehicles remaining within the building were needed for use, what happens? —Juli responded, not all of the City's vehicles will be in the building. Because of the time of year, vehicles not being displayed for the open house can be parked outside.

6. Who guards the quilts - (do kids get to climb in the vehicles?). —Juli responded with a question as to how they were guarded at the church pew show. Our volunteers were always responsible for monitoring this and used signage to advise visitors not to touch the quilts at the end of each pew.

7. Would the City have other booths set up from other departments/areas? Or would this just be a combined showing of facility & vehicles on behalf of the City, and quilts on behalf of the OCQG?

—Juli responded Yes, there will be other City booths scattered throughout. This would be the OCQG showing quilts as an added feature of the Open House of the City's new facility.

Meredith Sewell then asked if we could review the PROS and CONS which the small group who visited the facility had determined.

For reference and possible additional items, it would be useful to refer at this point to the Information Sheet developed and sent by Juli, Vicki and Pam which Board Members received by email prior to this meeting. [The substance of the information sheet is contained in the Information Sheet posted in the Members Only section along with these minutes.]

PROS to hosting 2022 Quilt Show as part of the City's Open House for their new Public Works Facility:

1- The guild would not be charged for use of the facility – Free.

- 2- Less likely to be restricted due to COVID, due to it being Open Air.
- 3- Novelty of the combined truck and quilt idea, i.e., Beauty and the Beast
- 4- Easy access, accessible parking
- 5- Larger more diverse audience – potentially thousands, families
- 6- No stairs, one level
- 7- Ability to view each entire quilt
- 8- Could hold Silent Auction, and Raffle
- 9- City, Summer of the Arts and Convention & Visitors Bureau would assist with publicity and other promotion
- 10- Good lighting
- 11- Very large space
- 12- City staff will be provided to assist with set-up and take-down.
- 13- One-year-only opportunity for something unique and new

CONS to hosting 2022 Quilt Show as part of the City’s Open House for their new Public Works Facility:

- 1- In Comparison — Loss of foot traffic we had in connection with both Gallery Walk, and Summer of the Arts Saturday events while at Church Pew Show.
- 2- In Comparison — Church Pew Show set-up and take-down is FAST & EASY - and we have Notes and Instructions from 2017 and earlier shows that were based at the church to follow.
- 3- New City facility venue would require more upfront planning and upfront work in addition to more time for set-up and take-down.
- 4- Dirt, diesel fumes possible because the facility houses working trucks.
- 5- No A/C in the display area; concrete floor.
- 6- Hanging system for the quilts is unresolved - Muscatine’s apparatus, if available, requires transport and would cost roughly \$400 to display 200 quilts.
- 7- Fundraising or Sponsorships, cash or in kind, might be necessary.

Juli then asked the Board to vote as to whether they, or the whole membership, should be the entity to decide whether to hold this alternative show.

(We bypassed the question of whether we should have a show — as that is an assumed and is currently on our schedule.)

Much discussion followed, and it was decided that the Board tonight should vote to make a recommendation that the 2022 Quilt Show be held during the City’s Open House in May 2022 at the new Public Works Facility. There was a motion and a second, and the vote was a unanimous YES.

The Next Step is that Juli, (President), Vicki and Pam, (Quilt Show Co-Chairs) will work up an Information Sheet to distribute to the membership by MailChimp prior to our next

Zoom meeting on November 8, 2021. This Information Sheet will contain the PROs outlined above, and include some FAQs along with Answers.

This RECOMMENDATION of the BOARD to hold a quilt show in conjunction with the City's Public Works Open House will be made during the November 8, 2021, Zoom meeting, along with a brief presentation and time for questions and concerns.

We will then follow the meeting with a Survey Monkey asking members if they will plan to participate as exhibitors, volunteers, or both.

If not enough members indicate that they wish to participate in the show, then the Board will consider returning to the Church Pew Plan.

The meeting was adjourned around 8:15pm.

Respectfully submitted,
Kristin Summerwill
Program Committee