

Weaver's Guild of Greater Kansas City
Business Meeting August 12, 2021

The meeting was held at Westwood City Hall. Janet Meddings called the meeting to order at 10:00 AM

New Members:

Trudi Byers
Barbara Cordill

Treasurer's Report by Janet Meddings for Kate Webb

Gross Operating Funds	\$14,408.59
Scholarship Fund	1,596.78
Net Operating Funds	\$12,811.81

Mentorship Program

Jacqueline Jacobson asked for members to volunteer to mentor those who need assistance with learning weaving skills and assembling looms.

Workshops

Cindy Smith announced that the second deflected double weave workshop is filled.

Programs

Vickie Raynes announced that the meeting today will be presented by The Sewing Lab.

Scholarship Fund

Janet Meddings spoke to Gail White and Judy Santner prior to the meeting about the low utilization of our scholarship benefit. During the meeting, we outlined a few reasons why including: pandemic restrictions, lack of local offerings, travel restrictions, and possibly restrictive scholarship criteria. Because Gail and Judy weren't present, we tabled the discussion until they could present their ideas to the group.

Newsletter

Karen Neal asked members to submit photos, tips and articles. Karen puts the newsletter together but we all share in the responsibility of providing content.

Creative Hand

Sandy Cahill can provide a link for the online application and there is still a need for volunteers.

KAWS

Cindy Lessenden announced that KAWS is still planning to take place this fall but registration has not opened yet. The Wichita Weavers, Spinners, and Dyers Guild has posted the breakout sessions. Items for our table display are still needed.

New Business

Mug rug requirements have been requested. It was decided that the size should be "able to fit a mug" and by a show of hands it was decided that four rugs would be expected.

The Handweavers Guild of America has requested that we send them our monthly newsletter.

The Guild's website provider, Wix, has provided some analytics as to the use of our website.

- 230 visitors last month
- 78% of the visitors were new
- visitors are coming from all over the United States and throughout the world
- the bounce rate is low meaning that people stayed on the page for a while

Janet has learned that interest in weaving is growing so we need to develop more outreach opportunities to attract new members to the Guild. Examples:

- Cindy Smith is doing a make and take using a cardboard loom at the Nelson during their Asian Textile Exhibit this fall.
- Janet Meddings will demonstrate tamari balls at the Nelson.
- Cindy Smith will be presenting another demonstration on using embroidery to darn and patch clothing.
- Sandy Cahill will be demonstrating tapestry weaving at the Nelson.
- Our paper brochure, which we have used as a handout at fairs, meetings and exhibits is out of date and costs a minimum of 71 cents each to print. It was suggested that rather than a brochure we have postcards which are smaller and less expensive to produce. Jacqueline Jacobson moved that we spend up to \$125.00 to print 1000 postcards. Sandi Grimm seconded the motion. By a show of hands, the motion passed.

Cindy Smith suggested that we post a QR code that will lead viewers to our webpage whenever we have a table or are demonstrating a skill.

It was suggested that we have a gallery of photos on our webpage of completed projects. This will be useful only if members submit photos.

The Facebook page is not being maintained as a marketing tool now as it does not attract new members. There was no interest in anyone taking over the page and publishing content on an ongoing basis.

Janet Meddings announced that we are in need of members interested in serving as Workshops and Program chairs. Kathryn Worley and Nancy Gibson volunteered to call people soliciting members to serve in these positions.

October Bingo Challenge

Discussion was held as to prizes. Vickie Raynes motioned that we have a \$50 Yarn Barn gift certificate for the first place prize and \$25 Yarn Barn gift certificate to the second and third place winners. Lolly Buxton seconded the motion. By a show of hands the motion passed.

Program was presented by the Sewing Labs.