



**PACIFIC SOUTHWESTERN REGION
2021 SPRING MEETING
Zoom Online
Saturday, May 1, 2021**



Region Director, Marilyn Evans, called the meeting to order at 10:01 AM on Sunday, May 1, 2021.

Assistant Region Director, Mari Bangs, announced there was a quorum. There were fourteen (14) chapters present.

The Officer, Committee, and Chapter Reports may be read in full in the Spring 2021 PSR *Connections* newsletter and/ or on the webpage in the *Members Only* section *Reports*.

OFFICER REPORTS

● **REGION DIRECTOR'S REPORT:** Marilyn Evans

- **National Seminar Chicago:**
 - Linda Busalacchi reported Seminar 2021 will decide by May 31 if the seminar will be virtual or in person.
 - There are 362 registrants plus teachers.
 - If seminar is virtual then Golden Needles will be done virtually.
 - 2023 will be held in Boston,
 - 2024 will be hosted by TVR,
 - 2025 will be hosted by SCR.
- **Education –**
 - Celeste Chalasani reported an increased number taking Lightning Rounds and Online Classes. Registrations were about 1000. With 8500 members, why are more members not registering for classes?
 - In June will increase Lightning Rounds to 5 GCC's per quarter. There has also been an increase in the number taking Online Classes. Registrations were about 1000. With 8500 members, why are more members not registering for classes?
 - Platforms were developed for the Virtual lectures. Regions can reach out to Celeste for help in setting up lectures. Three volunteers are needed for each lecture.
 - **Technical Excellence Certification program:** Piloting has begun on the counted thread program which should be completed in a year. The Canvas program is finishing up. Getting supplies has been a problem. Crewel and Beading are on hold.
 - **Master Craftsman program:** There has been an increase from 105 to 119 participants. Four members have completed their courses.

- Motion passed to retire the quilting and smocking master craftsman programs due to low enrollment.
- **Headquarters**
 - **Product Design/Sales:** Beth Lindsay mentioned having masks with the EGA logo available. There will also be new membership kits available to sell to current members. Janet Noble is working on recognition pins with a legacy logo with a goal of completion by Janet's end of term.
 - **Youth:** Wendy Lynn reported that the website is under construction. She is working on a curriculum and rollout. Please share any youth documents you might have.
- **Special Committee: Through the Needle's Eye** Georgann Lane wants to increase visibility, entries, and increase the number of people seeing the TNE exhibit.
 - The exhibit plans to debut virtually at the Boston Seminar in 2023. Afterwards, it will be on the website.
- **Finance committee**
 - Compared the 2020 budget numbers with the actual numbers. This was prior to a review. There was a loss of \$302,801. There was no depreciation in the budget. There was a loss of \$31,000 from canceling the seminar. Office, bank credit card, and lawyer fees were all higher than expected. Membership was also down.
 - A loss is also projected for 2021 because of our increased investment in our organization to grow membership. President, Janet Noble, noted EGA has initiated a short-term plan to increase EGA's membership by spending more on marketing from the benefit of extra monies from Gay Montague Phillips. The goal is to bring membership to the level that it will cover expenses. Beth Lindsay, Director of Marketing and Membership, keeps tabs on spending and the influence it has on membership numbers.
 - Motion passed to set the 2022 Scholarships and Awards amount:
 - Mary-Dick Diggs scholarship-- \$500.00
 - Legacy Scholarship--\$1,500.00
 - Penny Evans Scholarship--\$350.00
 - Research Fellowship Grant— \$1,500.00
 - Genny Morrow Memorial Scholarship—\$670.00
 - Judith and Susan Richardson: \$465.00
 - Marjorie Jones: \$500.00
 - Motion passed to approve \$300 for each region to fund a virtual lecture and to promote beginning teachers. \$150 to spend on a virtual lecture and \$150 to spend on a beginning teacher through the "Little Free Programs".
 - In November, the Montague Trust paid the remaining balance due to EGA \$959,000 was sent to Charles Schwab and placed in CD's.
- **Other Business**
 - **Marketing Plan for 2021:** Plan to maintain the status quo.
 - Printed ads were discontinued because it brought no new memberships.
 - Google ad words was discontinued.

- **New Membership Kits:** Beth reported that all the products are in the final stages of ordering the materials. The kits should be ready to ship out this spring.
 - **Subscription Boxes:** This is a work-in-progress. When ready these boxes will be shipped out quarterly. The theme is “Embroidery Around the World”. The boxes will include small kits, threads, and tools. Costs still to be decided.
 - **Shop and Library Affiliations:** Beth reported that three shops are part of the program. The cost is \$35/year. They receive a decal, *Needle Arts*, and a letter from Janet and Beth. When visiting shops, Janet Noble felt it would be handy to have a flyer to leave with each shop. This will be worked on.
 - **Gold Thread Award:** Winners will be posted on the website which allows access to members. Kathy Weigl has changed the policies to reflect what we are doing.
 - Motion passed to accept the revised the P&Ps as presented by the Bylaws Committee.
 - **Diversity/Equity/ Inclusion:** This program will need to be rolled out in a respectful manner to keep all current members feeling included. Everyone’s opinions count. Janet will send a letter to every member. Celeste Chalasani and Marge Kelly discussed the presentation by Ideas xLabs during the Planning Meeting. Phase I would consist of a survey which would take about six months to complete. The survey would give EGA a baseline to give us objective data. The cost for Phase I is \$44,500 and the motion passed by majority to fund it. Phase II would be a roll out to the regions. Each region would need its own strategy going forward to make people feel welcome and included. Diversity in each community is different. Phase II has not been funded.
- **National Nominating Committee**
 - Motions to accept Gwen Nelson as National Seminar Director and Lorie Welker as Deputy National Seminar Director for a term of three years carried by general consent.
 - Motion to accept Kandy Nunn for remaining term of current National Registrar which ends March 15, 2022 passed by general consent.
 - **EGA insurance programs:** A rider covering Social Engineering Insurance was added. An \$85 policy with a \$1000 deductible covers fraud up to \$50,000. Marge Kelly is asking for a quote of \$250,000 coverage with a \$500 deductible. The regions and chapters are also covered. Marge will write an article for *Needle Arts*.
 - **Financial reviews for regions:** GPR had an external audit. Funding was approved for regions to do an audit. The audit will come with suggestions for improving the process. PSR has arranged for this audit of 2020 financial records.
 - **Investment options:** Currently, most of EGA’s money is held in CD’s. Interest rates are very low. EGA has \$2.6 million to invest. With the idea of earning a better interest rate with a little more risk, the Finance Committee has been looking at various asset allocation options. Policies will need to be changed to reflect the new investment options. New investment policy was approved by the finance committee to have an investment manager, to spell out the responsibilities of the FC, to make goals for investment and to list the duties of investment manager.
 - **Mightily retainer:** the website requires about 6 hours/month. Any unused hours can be rolled into the next quarter. Rand reported that the current hours are sufficient.

There was a discussion of getting the server updated since it is ten years old. This will be considered as Between Session vote once the scope of work is known.

- **“Little Free Programs”**: The Edwardian Needle provided 120 free kits for a developing teacher to gain experience. Initially, five classes were held in the US and one in Australia. Since then, eleven regions have taken advantage of this program and have held a class.

- **ASSISTANT REGION DIRECTOR’S REPORT:** Mari Bangs

- Nothing to report.

- **TREASURER’S REPORT:** Linda Geddes

- The account balances as of March 31, 2021, are \$2,047.77 in checking and \$53,904.46 in savings. The 2020 books are out being audited.
- The local branch where the accounts were serviced was closed. We will need to move the accounts to a new branch. Once Covid restrictions are lifted and a new branch is identified we will add Mari Bangs to the account and remove Judie Neufeld.

- **SECRETARY REPORT:** Sharon Fredgren

- Motion to accept minutes with correction of Fall 2020 made by Kathleen Hoy and seconded by Jan Woolsey. Motion passed.

STANDING COMMITTEE CHAIRMAN REPORTS

All Submitted Committee Reports can be read on the webpage in the *Members Only Reports* section.

- **ANNUAL DESIGN:** Pat Correz
- **BYLAWS:** Kandy Nunn
- **COMMUNITY OUTREACH:** Linda Leone
- **EDUCATION:** Carol Stevenson
- **FINANCE:** Linda Leone
 - **Region Fundraiser:** Bolt Batteries Marilyn Evans
- **MEMBERSHIP:** Louise Pomes
- **NEWSLETTER:** Judie Neufeld
- **2021 SEMINAR:** Stephanie Horsley
- **WEBMASTER:** Helene Ossipov
 - Discussion of new graphic copy of PSR logo.

OLD BUSINESS

- **Bylaws Amendments:** Kandy Nunn

- Tabled until the fall meeting.

- **Updates to PSR Scholarship and Grants:** Marilyn Evans
 - **Norma Steiger Scholarship**
#2021-1 Motion by Marilyn Evans: That we approve the revised Norma Steiger Scholarship Guidelines. The motion was withdrawn by Marilyn Evans.
 - **Mary Turrentine Grant**
#2021-2 Motion by Marilyn Evans: That we approve the revised Mary Turrentine Fund Guidelines. Due to a lack of a second, the motion died.

NEW BUSINESS

- **2023 Seminar Chair**
 - Louise Pomes volunteered to Chair the Seminar but needs help and guidance.
- **Sharon Shimohara Memorial Donation to National EGA**
 - Kandy Nunn made motion #2021-3 to donate \$100 to EGA National in the memory of Sharon Shimohara. Second by Jan Woolsey. Motion passed.
- **Region Membership List for virtual lectures and workshops**
 - Chapters should notify Judie Neufeld if they do not want their members to be notified separately by mail.
- **Donation to Outgoing National President's Farewell Event**
 - #2021-4 motion by Jan Woolsey and seconded by Val Reece that PSR give 1 bolt battery, out of the inventory, to the outgoing National President. Motion passed.
- **Zoom License**
 - #2021-5 motion by Ina Gibson, seconded by Judie Neufeld to renew the Zoom License. Motion passed.
- **Fall 2021 Meeting Date: Oct 2, 2021**

CHAPTER REPORTS

- Submitted chapter reports are published in *Connections* Newsletter. Reports were received from:
 - Azure Verde
 - Bishop's Peak
 - Channel Islands

- Desert Threaders
- El Segundo Blue
- Inland Empire
- Long Beach
- Mountain View
- Muchas Manos de San Diego
- Northern Arizona Stitchers
- Orange County
- Silver Meadows
- Southern California
- Starlight Stitchers
- Threaded Needle
- Torrey Pine Needles
- Tucson

There being no further business, the meeting was adjourned at 3:11 p.m.

Respectfully submitted,
Sharon Fredgren
Secretary
Pacific Southwestern Region