

FLOW BLUE INTERNATIONAL COLLECTORS' CLUB

MID YEAR BOARD OF DIRECTORS MEETING

APRIL 14, 2012

COLUMBUS, OHIO

MEMBERS PRESENT: Jon Houserman, Jerry Taylor, Margaret Taylor, Marilyn Holm, Heidi Woolf, John Provine, Judy Boles, Brenda Meyer, Katrina Franklin, Helen Swan, Ray Schomas, Cindy Neff, and Bill Wetherton.

MEMBERS ABSENT: Charlie Washer, Joel Brosk, and Ken Gallagher.

FACILITIES TOUR: A tour of the Crown Plaza facilities was led by Randee Ruane. Everyone was pleased with the facilities, especially the \$5 million renovation/facelift which will occur this summer. Several suggestions were made concerning event timing and location which will be incorporated into the convention plans. ADA rooms will be included in the FBICC allotment.

WELCOME BY COLUMBUS TOURISM BUREAU: Sharon Levine, from the Tourism Bureau, issued a warm welcome and explained areas of interest that we could include in our day tour.

SECRETARY'S REPORT: The minutes of the Board of Directors minutes from July 27, 2011 were presented by Bill Wetherton. Ray Schomas' motion for approval was seconded by Marilyn Holm and passed unanimously.

TREASURER'S REPORT: Ray Schomas presented the treasurer's report. The year 2011 concluded with a small surplus due to cost control, assistance from FBICEF, and a successful convention. The budget for 2012 shows a \$2,035 short fall but knowing certain items which are included in budget including a conservative convention income, the year's expenses most likely will result in a small surplus. Jon Houserman's motion for approval of the 2011 financial report was seconded by Helen Swan and passed unanimously. The 2012 budget was approved in old business. Many thanks to Ray for his tireless work.

MEMBERSHIP REPORT: The membership report was presented by Marilyn Holm and Katrina Franklin. The new membership forms were sent with the year end BBN (a considerable postage savings) and many people overlooked them. Due to extensive follow-up calling by regional directors, most prior members were signed up. Last year the club lost members, about 10%, through attrition but not as bad as similar clubs. A special effort is to be made to have membership forms at many antique malls around the country, especially the ones around Columbus during the 2013 convention. The potential new website and its effect on new members was discussed. Judy Boles said the club should become more focused on the potential of Face Book to attract new members.

BLUE BERRY NOTES REPORT: Cindy Neff presented the BBN report previously submitted to board members. Under the General Report area she reviewed staff, featured and regular articles and standard terminology. The costs for producing the BBN were discussed as well as the digital photo archives. The BBN committee remains - Cindy Neff, Agnes Holst, Jim Swan, Bob and Bonnie Hohl, Ellen Hill and Brenda Meyer. Cindy has been chief of staff since 2005 and has maintained and improved the BBNs. Hats off to Cindy.

2012 CONVENTION REPORT: Brenda Meyer and Margaret Taylor presented reports on this summer's Springfield, MO convention. Brenda reviewed the day trip (\$51 per person) and a small convention schedule which will fit in the name tag holder. She reviewed the 11 item report previously issued to board members. Later in the evening session, 500 Lanyard name tag straps were approved for purchase. Everyone will be encouraged to bring back the next year but for those who forget, new ones will be available for purchase. New attendees will receive a new lanyard free of charge. Everything is on schedule. The auction procedure was discussed. Members are allowed to bring non-attending members consignment items and are responsible for the same. The club has no association nor liability issues with this process.

2013 CONVENTION REPORT: Jon Houserman presented the 2013 report for Columbus, OH. FBICC has 3 suites for 4 nights comped plus one comp night for each 40 room nights booked. There will be an ice cream social. Food is noted to be slightly higher than this year. The hotel will undergo a \$5 million face lift this summer, no structural changes are proposed. Since there are no volunteer chairs at this point, Jerry & Margaret Taylor volunteered to accept those duties, asking for Bill & Pat Wetherton to help, until such time as someone steps up to the plate and volunteers their services.

EDUCATION COMMITTEE REPORT: The Education Committee report, previously submitted to board members, was presented by Helen Swan. The Pattern ID project now has over 1500 patterns in its base. Helen mentioned (1) the Children's Sets presentation by Bob and Bonne Hohl for the 2013 convention and the Alcock booklet and presentation by Jan Kobach for this year's convention are ready and (2) the Education Committee needs a copy of Photo Shop for photo cropping. The committee is planning a presentation on dessert sets for the 2014 convention. Susanna Pickle is working on a DVD for flow blue reproduction photos.

WEBSITE COMMITTEE REPORT AND RECOMMENDATIONS: Jerry Taylor reported for Ken Gallagher who was not present. Our current web site server is not well supported and is using old technology. Like every other service of this type, new products and servicing companies now exist that did not just a few years ago. After due diligent searching, Ken located Mediasation, Inc located in Greenville, SC and asked them to bid to develop a new website, using our existing website as a model.

The initial bid date 4-9-12 had been sent to board members prior to our meeting. Between the 9th and our meeting of the 14th, Jerry and Ken recognized that there had been a misunderstanding

regarding the pattern ID project. Mediasation bid on the basis that the project was completed (static) and merely needed to be included in the overall platform. Ken explained that it was an ongoing adventure and needed to be designed as such with a “link”. Mediasation was asked to rebid and leave pattern ID program as is and provide a link for updating by certain parties. This link is to allow new pattern input, pattern identification by accessing members, and a firewall protection between the new website platform and the ID project. There was not sufficient time for this new bid to be available at the 14th director’s meeting.

General discussion ensued:

1. Why are we doing this? Our website has aged and the server is not well supported. Our members deserve a website that is easily updated by select members for specific areas. It should help in recruiting new and younger members which we need.
2. Ray Schomas - Any idea how many new members the new website could generate?
3. Jim Swan’s position was never to manage the website at today’s level of expectation or at a level capable by a company whose sole job is to do that.
4. Who owns the program? Answer - Mediasation
5. What do we do if we become dissatisfied? i.e. Does the agreement have a life span?
6. The new website allows FBICC webmaster, Ken Gallagher, to add tabs for special features and allow specific people access to maintain a tab.
7. Jon Houserman said between \$2,000 and \$4,000 could be made available from FBICEF. Judy Boles said this should be a budget item, not a drain on FBICEF. Maybe FBICEF could provide the \$1080 yearly maintenance fee.
8. Heidi Wolfe asked for references
9. Marilyn Holm asked if we could get competitive bids?
10. Cindy Neff asked if there was a “not to exceed” clause required or is the bid a firm price for a specified outcome?
11. Cindy Neff asked if limited time access for non members was included? Do we need multi-passwords for limited access.
12. Along with 11 the question arose - Is “PayPal” use included. What is the fee for its use?
13. Bill Wetherton suggested we should budget for yearly upgrades.
14. Can we cancel at any time? What time notice is required?
15. Does the program allow for credit card type payments?

Jerry Taylor agreed to discuss all questions with Ken Gallagher and he will present our questions and revised requirements to Mediasation.

At approximately 5:30 PM we took a break for dinner.

Meeting resumed at approximately 7 PM.

REGIONAL REPORTS:

Region 1 - Heidi Woolf reviewed a previous presented report. A regional meeting is scheduled for next Friday, April 20. Previous contacts with the Potteries of Trenton Society has borne special fruit. Heidi had shared a copy of the Jan-Feb 2010 BBN with “Potts” and they asked and were given permission to use several articles from BBN in their club presentation. Smashing!

Region 2 - Jerry Taylor, as the acting director, shared information regarding his and other regional directors efforts to retain membership with reminder phone calls.

Region 3 - Judy Boles discussed the region's recent meeting with its theme "My First Piece of Flow Blue."

Region 4 - Brenda Meyer did not have a report as this is their year in the spotlight with convention 2012.

Region 5 - John Provine discussed the region's unsuccessful attempt to host a regional meeting. Plans are under way to hold a joint meeting with region 4 next year.

Region 6 - Helen Swan presented a report for regional director Charlie Washer who was unable to attend. Region 6 held a 20 member meeting recently, mainly for snowbirds, which was very enjoyable.

FBICEF: Jon Houserman presented his report which had been sent earlier to all board members. FBICEF has provided the club with an outstanding revenue source for a variety of projects which includes the color portion of BBN. John noted there is an approximate \$2,000 surplus from last year that could be used for partial funding of the new website funding. That would require FBICEF board approval and FBICC board acceptance. Since its 2006 inception, the Education Fund has raised \$30,800. Amazing! Two board members, Ray Schomas and Katrina Franklin, have agreed to extend their services for two additional years.

OLD BUSINESS:

1. Compensation for BBN editor - Jon Houserman made a motion, seconded by Margaret Taylor, to increase the editor's compensation by \$75 for each of the five editions. Motion passed unanimously.
2. Provide board meeting minutes in BBN. This was not considered as the minutes will soon be available of the website.
3. Website access fee and Website Content Management - previously discussed. Old BBN to Website access - Jerry Taylor advised scanning old BBN is almost complete and will be on new website.
4. Discussion of BBN Literature Sales Space - It was agreed to make a set of 3 (plus/minus) of old FBICC literature for sale on a rotating basis for four issues and a full set for one issue. It has been suggested to complement these listings with photos as space allows.
5. 2012 Slate of Officers - Slate of Officers previously presented to board members was agreed to with legal advisor, Joel Brosk, removed. Assuming membership approval, Legal Advisor will be replaced with Legal Liaison, which Jon Houserman has agreed to fill
6. 2012 Service Award Nomination - nomination form will appear in next BBN.
7. 2014 Convention - Location and Chair(s) - Nashville, TN was suggested with chair, the Nicks family. Another possible site - Lexington, KY.
8. Approval of Bylaw Change at Convention - Legal Advisor change to Legal Liaison.
9. Club Needs From FBICEF - none recommended.
10. Other new business -
 - a. Motion made by Ray Schomas, seconded by Judy Boles, to purchase 500 lanyards at \$550 for nametag holding for convention. Motion passed unanimously. Club will ask members to bring back the following year but will continue to supply at no charge until supply is exhausted.

- b. Use of auction bid number instead of name for silent auction was agreed to.
- c. A motion was made by Jon Houserman and seconded by Helen Swan to pay \$100 toward one night's lodging in Columbus to each board member not receiving a comp night. Motion passed unanimously.
- d. Motion made by Jon Houserman and seconded by Judy Boles to approve the 2012 budget submitted earlier by Ray Schomas with the several additions made to bring into balance for income and expense. Motion passed unanimously. Increased expenditure associated with probable new website to be voted on soon.
- e. The possibility of the auction items being available for membership viewing several days before the convention's live auction on our new website (if available) was discussed.

Respectfully submitted,

William M. Wetherton, Secretary
April 25, 2012