

FLOW BLUE INTERNATIONAL COLLECTORS' CLUB

MID YEAR BOARD OF DIRECTORS MEETING

APRIL 13, 2013

CROWNE PLAZA HOTEL

SPRINGFIELD, ILLINOIS

MEMBERS PRESENT: Katrina Franklin, Jon Houserman, Jerry Taylor, Margaret Taylor, Marilyn Holm, John Provine, Bob Ferriani, Judy Boles, Brenda Myer, Helen Swan, Ray Schomas, Judy Boyer, Cindy Neff and Bill Wetherton

MEMBERS ABSENT: Charlie Washer, Heidi Woolf, and Ken Gallagher

FACILITIES TOUR: A tour of the Crowne Plaza facilities was conducted by Convention Co-coordinator, Katie Kent. The ballroom and meeting rooms are well located and spacious. All convention events will occur on the second floor and only regional meetings and board meetings will require use of the third floor.

WELCOME BY SPRINGFIELD TOURISM BUREAU: Shirley Eck, from the Tourism Bureau issued a warm welcome and reviewed the many "Lincoln" points of interest that could be included on the Thursday tour.

Meeting called to order by Katrina Franklin at 3:10 PM.

SECRETARY'S REPORT: The minutes of the Board of Directors meeting of July 25, 2012 were presented. Brenda Meyer moved for approval which was seconded by Jerry Taylor. Approval was unanimous.

TREASURER'S REPORT: Ray Schomas presented a revised FBICC budget dated 4-13-13. He revised the figure by increasing the convention auction proceeds to a more realistic 13%. This result is essentially a break even budget (\$304 loss).

Several items discussed were:

1. At auction, the buyer using a credit card pays the credit card expense.
2. Items juried out are not charged but "no sale" items still pay a fee.
3. Mid Year Board meeting expense was increased from \$1,900 to \$2,100.
4. The auction subsidizes the membership and convention shortfall costs.

5. Educational Fund used to assist BBN costs tends to skew expenses.
6. Due to anticipated attendance, board members believe auction estimate is conservative.

Judy Boles moved to approve the budget, seconded by Judy Boyer. Motion passed unanimously.

MEMBERSHIP REPORT:

Marilyn Holm presented the Membership Report dated March 6, 2013 with an email update dated April 10, 2013 which revises the last paragraph on page 1.

Bob Ferriani suggested removing the \$2 PayPal fee for the online registration but the general consensus was for the fee to remain.

Katrina Franklin suggested we email new members and question them as to what prompted their decision to become FBICC members. Consensus was not to do.

Jon Houserman questioned why we provide indefinite life-time membership to some honorary members. After much discussion Helen Swan made a motion to remove the two honorary memberships which were given to speakers that are no longer involved with the club. Motion was seconded by Judy Boles. Vote was delayed until new business.

Jon Houserman suggested we provide a reduced \$25 (vs. \$45 regular) one year, "sponsored," membership incentive to be offered by dealers when closing a sale. After considerable discussion, Judy Boles made the motion to create 10 units of this type . The motion was seconded by Helen Swan and passed unanimously. The motion included funding of \$130 by Jon Houserman and a \$10 reduced room reimbursement by 12 of the Board members present (\$120) which will fund the "free" memberships. The expectation would be that they would be people who are very likely to stay in the Club and pay a full membership next year. These will be "tracked" to see if they retain their membership the next year.

BLUE BERRY NOTES

Cindy Neff reviewed her previously provided report. Cindy noted the BBN's staff is down. She requested more volunteers, especially for articles in the BBN. Helen Swan commented that Cindy is overworked and we all need to provide support and encourage other members to do likewise. (Maybe an article needs to be written stating such to be included in the next BBN?)

Bob Ferriani suggested to use a "tab" closure on envelope mailing to save postage cost. However, at least 5 of the 6 mailings have additional loose items which would not allow this type of mailing.

It was suggested the FBICEF sponsor a *student assistant stipend*. Cindy agreed to see if there was any local college interest.

At approximately 6 PM there was a one hour break for dinner.

CONVENTION 2013 - COLUMBUS, OH

Jerry Taylor presented a revised budget estimate which included a slight increase in auction income based on previous convention performance. Jerry discussed the following items:

1. The need for more Bluetique and Table Sales vendors
2. Ruffled priority seating auction baskets are to be Longaberger baskets with cheese, wine and other items.
3. UPS shipping will be available at normal rates.
4. Electric scooters have been arranged for. Individuals must make their own arrangements.
5. Remind everyone to bring their lanyards
6. There will be a free airport shuttle to hotel.

Jerry Taylor presented a request from several dealers to extend the hours to allow dealers more time to sell to the public. This will not happen this year as the Table Sales room must be clear by 12:15 for another scheduled event. No action was taken but someone asked - "Who would stay and manage?" Jerry also advised the board the dealers could sell to each other items that were juried out after Table Sales were closed to members and the public. Jerry mentioned that part of the educational expenses at this year's convention would be paid for from the FBICEF - guest speakers registration, screen for presentations etc.

CONVENTION 2014

Jon Houserman presented his report on the convention in Springfield for 2014.

EDUCATION COMMITTEE

Helen Swan presented her education report dated April 2013. The following items were discussed:

1. Pattern ID continues to grow. Some programming changes are to be done by Jim Swan.

2. A new form titled Education Committee Agreement which sets standards for education projects was reviewed. It will be reviewed by club attorney, Joel Brosk.
3. The number of items in the auction was discussed. Some felt the number of items should be reduced. Consensus was the 400 item target is appropriate. Jon Houserman is preparing an article to distribute explaining why we use / need 400 lots at the Auction. The jurying process was also discussed but no changes in the process were taken.
4. Jerry Taylor suggested an item for BBN be considered which would explain how the auction "*drives the convention bus.*" Club members need to be enlightened on food costs and convention expenses. Maybe the annual membership / dues should be increased to pay for all of the Club's true operating costs?
5. Someone suggested the auction be hooked up "**on line.**" The liabilities are just too great for this to be considered plus it could result in:
 - a. Reduced attendance at the convention
 - b. Labor cost - pack, bill, and ship
 - c. Could pose a tax collection issue
6. The "Babes in the Woods" is considered closed. Good article just published in BBN's.

WEBSITE

Katrina Franklin presented Ken Gallagher's Website report dated April 13, 2013. She asked if there was a way to count the visitors and identify them as member and non-members.

Jerry Taylor reminded everyone to **send Ken photos of your flow blue pieces.** Ken uses them to rotate the website appearance so it does not get stale.

When Ken was asked by Katrina as to how much time he spends on the website business he advised between 1 and 6 hours a day.

Jerry Taylor mentioned that Ken will give a slow/simplified presentation on accessing the website at this convention.

REGIONAL REPORTS

Region 1 - Region 1 report prepared by Heidi Woolf and was presented by Katrina Franklin

Region 2 - Report submitted by Bob Ferriani

Region 3 - Report submitted by Judy Boles
Region 4 - Report submitted by Judy Boyer
Region 5 - John Provine stated that Region had no activities to report.
Region 6 - Katrina Franklin reported that Charlie Washer had no activities to report.

FBICEF

Jon Houserman presented the FBICEF report dated April 13, 2013. He mentioned the fund has \$1,750 in unspent monies. Helen Swan suggested selling books from inventory on the website. Katrina Franklin suggested creating a new donation program where member could donate In Memory/In Honor of someone. This program will be announced in the June BBN.

NEW BUSINESS

1. Survey - It was reported that 211 responses to the survey had been received. Katrina advised that she had mailed 60 surveys to members who had not provided an email address. The last survey was conducted in 1996 and was reported in the Volume 10, Number 5, September-October issue of the BBN. The survey results are on the website and are divided into the following categories:

1. Summary 2. Responses 3. 1996 Survey Results 4. Survey

2. By laws - Katrina Franklin had presented a two page detailed email of items in the by-laws that need some housekeeping. Listed below are the by-law changes considered to be the most important. After some discussion, Jon Houserman moved to approve the clean-up, seconded by Ray Schomas and passed unanimously. This vote brings the changes to the annual meeting for a total membership present vote.

- A. Add "Intellectual property and website content." - Article I, Section 4.
- B. Article II ,Section 2 - after applications on forms - add "or media or website."
- C. Article III, meeting: Section 2 - add "meeting can be held electronically."
- D. Article IV, Section 3 - change 2nd VP may serve (2) consecutive terms to "additional consecutive terms."
- E. Article VI - committee composition - change Standing Committees and subset D from Membership Committee to "Publicity Committee."

3. Discussion resurfaced regarding indefinite honorary membership. The motion to remove the two existing honorary members from the role was passed.

4. 2015 Convention - Atlanta, GA, and Bowling Green, KY are sites being considered for the 2015 convention. Also mentioned were Pittsburgh, PA, Cincinnati, OH, and St. Louis, MO. After considerable discussion, Ray Schomas moved to pursue Bowling Green, KY, motion was seconded by Brenda Meyer and passed. Jerry Taylor agreed to make a trip to Bowling Green to meet with Hotel management and assure the club that space meets our needs. This trip will take place soon as pricing looks good at this facility. The convention date would need to be the third week in July to avoid conflict with the National Corvette Club meeting.

5. Advertising - It was the consensus of the board that the FBICC should consider advertising in Antique Weekly and Antique Trader for a period of one year. Cost is anticipated to be \$500 total. The club logo, website, and contact information should be obvious. This will be revisited at the July meeting

Respectfully submitted,

William M. Wetherton - Secretary
5-10-13