

FLOW BLUE INTERNATIONAL COLLECTORS' CLUB

BOARD OF DIRECTORS MEETING

JULY 24, 2013

CROWNE PLAZA HOTEL

COLUMBUS, OHIO

Katrina Franklin called the meeting to order at 3 PM.

MEMBERS PRESENT; Ray, Schomas, Charlie Washer, Ken Gallagher, Brenda Meyer, Heidi Woolf, Marilyn Holm, Jerry Taylor, Margaret Taylor, Bill Wetherton, Katrina Franklin, Judy Boyer, Helen Swan, Judy Boles, Bob Ferriani, Jon Houserman, John Provine, and Cindy Neff. Bonne Hohl, soon to be Region 1 director, was a guest.

SECRETARY'S REPORT; Corrected minutes from the midyear board meeting of April 29, 2013 submitted by Secretary Bill Wetherton were accepted.

TREASURER'S REPORT; Ray Schomas presented his treasurer's report dated June 30, 2013 stating that the club was on sound financial footing. The education fund was covering some convention expenses, speakers Bill & Donna Gray and some audio visual costs. Ray also noted our membership is up slightly. Katrina Franklin mentioned that about \$1,800 of web development was paid by FBICEF. Ray Schomas suggested we could do an additional page of BBN in color. After considerable discussion, Ray Schomas made a motion to fund an additional sheet (4 sides) in one BBN (issue to be decided by Cindy Neff). Motion seconded by Helen Swan and passed unanimously.

MEMBERSHIP REPORT: Marilyn Holm discussed her provided membership report which had been updated on July 21, 2013. We have 727 members which consist of 446 membership units. FBICC is doing very well, especially compared to similar clubs. Petra William's daughter is considering membership. We have used only 2 of the special promotional membership agreed to at the midyear meeting.

Bob Ferriani suggested a special one half price membership for the second year to encourage people to stay.

Katrina suggested discussing this proposal at the midyear meeting.

BLUE BERRY NOTES REPORT: Cindy Neff presented her six item report for the board meeting. She first reviewed each item. She discussed how the publisher/printer rearranges and sometimes inadvertently deletes some items. It was suggested that the BBN be submitted in PDF form so that all information is "locked." After some discussion regarding placing the BBN on a secure web site, Ken Gallagher made a motion to find a web site, such as Carbonite, at a cost of

not to exceed \$200 per year, for storing BBN copies. Motion was seconded by Marilyn Holm and passed unanimously.

EDUCATION COMMITTEE REPORT: Helen Swan reported the following:

1. Pattern ID is now over 2000
2. Bob and Bonne Hohl have their children's book available for purchase, with profit going to FBICEF.
3. Jackie Casey and Helen Swan will present history of dessert sets at next year's convention.
4. Ellen Hill's presentation on mulberry will be delayed from 2014 to 2015.
5. A new book on Labelle by Dick Southern is available for \$15.
6. The education committee plans to be divided into 5 sub-committees, each with a chair. The sub-committees are: 1) reproductions, 2) website, 3) pattern database, 4) Jury, 5) BBN liaison (which is new.).

Helen is working with Ellen Hill and Jim Swan regarding how to integrate body shapes into the pattern id search routine. She also discussed including a series section/process into pattern id for groups like Ivanhoe and turkey platters/plates. Jim Swan has programmed a new database which offers more features. This will be installed in August.

WEBMASTER REPORT: Ken Gallagher discussed his July 24, 2013 report previously submitted to board members. The web site has been "up" for 358 days and has attracted over 6,000 hits. Ken and Helen Swan requested articles and photos for website interest. Jerry Taylor asked if Facebook could be linked thru FBICC.org to which Ken said no. The fact that Flow Blue Followers has no direct link to the FBICC website was reviewed. There was a discussion regarding how Facebook works and how the website works and that these two originate from different sources and cannot be linked from Facebook to FBICC website.

There was a discussion regarding the success the club has through the use of PayPal for new members and for renewals. It makes the entire process quicker and easier and the member pays the additional fee to the club for using PayPal; therefore there is no cost to the club. Also a discussion about some completing membership applications online and then not paying through PayPal or sending in a check to Ray. Marilyn and Ray have to work closely when a new member joins through website to make sure payment is made. Then Cindy is notified to send out new member information.

2013 CONVENTION REPORT: Jerry Taylor presented the budget estimate as of 7-22-2013. There was general discussion as to whether the preliminary "Auction List" should be in the convention package. The list is available on line. The final auction list is revised, reprinted and distributed after the jurying process and prior to the auction. Suggestion was made to reduce the number of preliminary auction lists since this is a considerable expense and is redone the next day. This topic will be reviewed further at the midyear board meeting.

2013 SERVICE AWARD: It was announced that Dick and Arlene Elkins are the recipients of the 2013 Service Award, which will be presented by Jerry Taylor.

2014 CONVENTION REPORT: Jon Houserman presented a 2 page report on the 2014 convention which is in Springfield, IL. He provided a sample of the convention brochure cover which will have the “Lincoln Plate” prominently displayed. The theme will be “Lincoln Blue and Mulberry Too.” He discussed potential places to tour and mentioned lunch on your own while enjoying a 2+/- hour self guided walk.

2015 CONVENTION REPORT: Jon presented a 2 page report on the 2015 convention which will be in Bowling Green, KY. The contact has been signed. Jerry Taylor discussed the visit he and Margaret had made in May. Rooms are \$109 with 2 free breakfasts provided.

Katrina Franklin advised everyone that the 2014 midyear meeting will be the April 12 & 13 in Bowling Green, Kentucky.

REGION REPORTS:

Region 1 - Heidi Woolf discussed her 7-16 email report. She had sent emails to all region members. She is passing the torch on to Bonne Hohl as Region 1 director for next year.

Region 2 - Bob Ferriani reviewed his 7-14 email report. He said no plans currently for a region meeting.

Region 3 - Judy Boles reviewed her 7-14 email report. Discussion on Region 3 meeting held in March.

Region 4 - Judy Boyer reviewed her 7-13 email report. Discussion on Region 4 and hopes for a regional meeting.

Region 5 - John Provine said there had been no activity in the past year.

Region 6 - Charlie Washer said there was no activity this past year but he was hoping to get Regions 4, 5, & 6 together somewhere, possibly Las Vegas or San Diego.

There was a break for dinner at 5:30 PM.

Meeting reconvened at approximately 6:30 PM

SURVEY RESULTS: Unfortunately, Cathy Ahles was not available to present her summary of the recent survey. The report is rescheduled for Thursday PM. Several board members met with Cathy on Thursday afternoon and discussed the survey results. She said the club had very little variance in most answers. This is good. Overall, most members that responded to survey were positive about club. Of the 60 surveys that were mailed to members without email addresses, 29 were returned- a very high percentage response. Considering there are 446 membership units and the response was 213 online = 242 total, then approximately 55% of membership units completed survey. This is a very high response rate, per Cathy.

FBICEF REPORT: Jon Houserman presented his FBICEF. He discussed the 6 bullet point items in his report thoroughly. Jon advised everyone that the FBICEF has raised \$45K since inception including anticipated revenue this year.

OLD/NEW BUSINESS:

1. The slate of new officers was presented. Vote of officers will occur during annual business meeting.
2. The need for back up for various directors was discussed.
3. Advertising - Katrina suggested we consider spending \$250 each for an advertisement in the magazines *Antique Weekly* and *Antique Trader* and try to track its effect on traffic to our web site. Ken Gallagher said we can track activity by date but not source. Ray Schomas doubts the benefit vs. cost. Helen Swan thought good idea if we can track. Brenda Meyer noted the benefits of the “Flow Blue Search” and “Flow Blue Followers.” Bob Ferriani made a motion for Katrina to pursue website advertising in one of the two suggested magazine at a cost not to exceed \$250. Brenda Meyer seconded the motion which passed unanimously. Katrina will pursue this issue.
Jerry Taylor explained that the web site needs “tabs” and “Tab Managers” which will require volunteers. Brenda Meyer again promoted the Flow Blue Followers. Marilyn Holm said of the 100 or so of the Flow Blue Followers, about 50 are members of FBICC.
4. Katrina suggested laminating the auction bid card and reusing. Too much trouble and cards are too cheap.
5. A discussion was held on the Petra Williams collection still at the Strong Museum in Rockford, NY. Ray Schomas suggested a committee be formed consisting of Ellen King, Dave Crumb, Judy Boyer and other interested club members to determine what is there and make recommendation regarding what to do with it and report at the midyear board meeting. This will be headed by Judy Boyer. Of main interest was her research and if this could be scanned or copied by the club.
6. There was some general discussion regarding where to hold the convention in 2016. Some suggestions were St. Louis, Springfield MO, Indianapolis, IN, and others within the “circle” of the Midwest where attendance has been highest. Clara Bowen, when she is elected 2VP, will start searching for locations and hotels that can accommodate the convention needs.
7. Ray Schomas made a motion to purchase 3 easels not to exceed \$200 for general club use. Motion was seconded by Jon Houserman and passed unanimously. He will purchase and bring to annual conventions.

Meeting adjourned at 9 PM.

Respectfully submitted,

William M. Wetherton – Secretary
8-13-2013