

CGW Board of Directors' Meeting, January 25, 2009
1917 Crestshire Dr, Glendale, CA 91208

Attendance:
President: G. Ann Mitschek
Vice President: Colleen Crosby
Treasurer: Natalie Meyer
Corresponding Secretary: Margery Rich

Recording Secretary: Kathy Lear
Directors at Large: Mary Jane Jewell
Regina Lawson Voorhes
Fran Wasielewski
Absent: Diane Yoshitomi (excused)

The meeting was called to order at 11:13 a.m.

Chocolate was present.

Approval of minutes, meeting of November 2, 2008:

RESOLVED: That we accept the minutes of the CGW Board meeting of November 2, 2008 as submitted and approved by e-mail.

Moved: Kathy Lear, seconded

VOTE: Ayes: 8, Nays: 0, Abstentions: 0; Motion carried.

[President Annie Mitschek requested a motion to move](#) the report for the Costume College [Site Search](#) to the beginning of the meeting, for the convenience of our guests, Bobbi Armbruster and Sandy Rymer Maxwell.

[Moved: Mary Jane.](#) Motion seconded. No discussion.

VOTE: Ayes: 8, Nays: 0, Abstain: 0; Motion carried

Bobbi Armbruster asked if they were to proceed with a search or not, since she heard that there was some uncertainty about their involvement. Past discussions and circumstances were explained. The Board asked for some history of how Bobbi Armbruster Conference Management came to be involved with the contracts between the CGW and the Airtel Plaza Hotel for Costume College®. Bobbi Armbruster explained that initial conversations took place with Janet Wilson Anderson while travelling to San Francisco; at the time, they were working together on committees for a then upcoming WorldCon. The subject of a Costume College came up, and Janet Wilson Anderson said she didn't want to search for a site but knew that Bobbi Armbruster did that professionally (and had been assisting several Science Fiction groups). The result of this and subsequent conversations was that the CGW got the search and liaison, as a related fan-based group. (10% of room rate for each room night goes to Armbruster, which amounts to \$3,000-4,000 per year, which is drastically discounted from her usual rates). She will be retiring soon, and is shutting the business down. She's retaining as clients: IEEE (an international group of engineers) and Costume College®. Sandy Rymer Maxwell has been doing logistics for Costume College for the past 4-5 years. Bobbi Armbruster has been reviewing and dealing with contracts.

Sandy Rymer Maxwell: feels the CGW deserves the best, and Bobbi Armbruster is the best. We're working on a "handshake" contract, year-to-year. Bobbi Armbruster and Sandy Rymer Maxwell want to know the CGW is 100% behind them, or that informality will need to change.

Mary Jane Jewell: Does that affect the benefits the event gets?

Bobbi Armbruster: No, it does not affect the benefits; it would affect, by \$1-2, what the attendees pay for their rooms.

Sandy Rymer Maxwell has to work the Gala, so she receives a complimentary ticket to it.

Bobbi Armbruster: We started on our search 2 years ago, worked out some parameters, had one meeting, other meetings were scheduled, and then it was all put on hold so that members of Costume College could be polled (which was done via the “College Growth Survey” in 2008). The next she heard was that the search would be for 2010 rather than 2009.

Annie Mitschek: We were going to do it in-house. As time passed, it was determined that it was a bigger project than we could handle, and Bobbi Armbruster was contacted again.

Bobbi Armbruster: The search has broadened in direction. The CGW, Inc. can be involved or not, as they may request. Her only advice is that the final contract should be negotiated by her, because of its complexity. Contracts on the average (for things like WorldCon) run 20-25 pages. Costume College’s is currently 10 pages.

RESOLVED: That we retain the services of Bobbi Armbruster Conference Management and Sandy Rymer Maxwell to search for a new site for Costume College and negotiate a contract with the chosen hotel. The liaison position between Costume College and the hotel is to be held by Sandy Rymer Maxwell, which position will be reaffirmed each year.

Moved: Margery Rich, seconded. No further discussion.

VOTE: Ayes: 8, Noes: 0, Abstain: 0; Motion passed.

As Bobbi Armbruster had another engagement to attend, the Board thanked her for her information and continuing partnership.

Sandy Rymer Maxwell’s report on results of the hotel proposal requests: Some hotels have issues about “fandom.” She emphasizes the CGW, Inc.’s educational and non-profit status, then goes into the specifics about what we provide to the hotel as “food” events. She asked the Board to realize that the type of service we’ve been getting from the Airtel is “eagle,” (meaning premium service and deals) and won’t be forthcoming initially from other venues, though perhaps it will be at later dates, when another venue is familiar with our event.

The most favorable proposal offered so far is from the Warner Center Marriott in Woodland Hills. They have been actively seeking our business for a while and still are.

Colleen Crosby: can we move forward with what the hotel has to offer?

Mary Jane Jewell: Eric Gerds reported earlier that the Warner Center Marriott’s rooms were small and inconvenient. It was uncertain if he meant sleeping or function rooms. If he meant sleeping rooms, then Annie Mitschek said they are the same size and configuration as the ones at the LAX Marriott, except that the Warner Center Marriott’s bathroom doors swing out rather than in, offering more space in the bathroom, which is useful.

Sandy Rymer Maxwell: The Warner Center Marriott is available August 5 - 9, 2010, which is Costume College’s second-choice date. The room rate is \$124 for a single/double room. She does not yet have the triple/quad rate. This could be negotiated down, depending on other factors. Guaranteed room nights (also affects contract for meeting space); 1 comp room night per 45 room nights paid.

Fran Wasielewski: how many rooms does the Warner Marriott have?

Sandy Rymer Maxwell: 474 non-smoking, 11 suites on 16 floors; 25,000 square feet of remodeled meeting space, etc (specifics available).

Colleen Crosby: How does it compare with what we have at the Airtel?

Sandy Rymer Maxwell: The request for proposals was sent to locations at least one and a half times the size of the Airtel, so these rooms meet at least that minimum.

Colleen Crosby: Are we asking for a breakfast buffet?

Sandy Rymer Maxwell: Yes, but it's like asking for the moon. The normal continental breakfast is close to \$18. Full breakfast is \$25. They understand that we are non-profit, but cannot include it in the room price.

Regarding audio-visual equipment: we have no information yet.

Discounted parking rates are offered.

Colleen Crosby: Could we have our own breakfast event, and offset the price by increasing the price for Costume College? Some discussion ensued.

A "party floor" for the event is becoming a necessity.

Sandy Rymer Maxwell: The Weston Center Marriott will offer all meeting rooms for free (The CGW will be paying for plenty of food and beverage to qualify for this.)

Annie Mitschek: Have any other likely proposals come in?

Sandy Rymer Maxwell: We are still waiting for two that were promised long ago, one of which is the Sheraton Universal. The Hilton Universal is available July 29-Aug. 3, 2010, at rates of \$191 single/double; 1/45 comp room, The hotel will gladly give meeting rooms free if we order \$12,000 worth of food/beverage service. AV – The hotel has this available in-house, but they don't penalize for outsourcing.

Mary Jane Jewell: Can we go over other options?

Sandy Rymer Maxwell: The following were "shot down" for various reasons: The Hilton Glendale and the Sheraton Universal promised proposals but didn't deliver; the Burbank Marriott we decided not to use, for various reasons. (Colleen Crosby, agreed); the Double-Tree Pasadena is too small unless we were to use the nearby Convention Center's facilities; the Marriott Ontario, and Double Tree Ontario are too small or too expensive; Embassy Suites Anaheim claim not to be large enough; the LAX Sheraton Gateway sent a nice proposal with good room rates. She has heard nothing yet from the Hilton LAX, the Renaissance LAX, the Crown Plaza LAX or the Marriott LAX.

The Sheraton Gateway LAX: August 5-9, 2010; room rates: \$119 single, \$139 double, \$159 triple, \$179 quad occupancy.

Breakfast coupon, inclusive of tax - \$? (no amount given)

The number of guaranteed room nights required is reasonable; 6 comp rooms, 6 suite upgrades, complimentary airport shuttle. (Most hotels have the latter.)

Parking: overnight - \$10 self, \$18 valet (this is a discounted price)

Downside: They want \$10,000 for meeting rooms if we meet a minimum food/beverage budget of \$30,000 and 80% of occupancy of the room block requested.

The LAX Westin: available July 29-August 2, 2010; \$119 single/double; guaranteed room block reasonable; looking for 90% fill rate, or penalties apply (high, but negotiable) 1 comp room/45 paid; \$15,000 for meeting space if \$18,000 food/beverage minimum is met (This is a discounted price.); discounted parking fee of \$10.

Annie Mitschek: shall we set up a date for a visit to the most promising three (Warner Center Marriott, the Sheraton Gateway LAX and the Westin LAX)? Agreed.

Mary Jane Jewell: Will we also ask for proposals from the others we haven't heard from? Answer: Yes.

Colleen Crosby: Let's schedule for Annie Mitschek, Sandy Rymer Maxwell and Lana (if she's hotel liaison for 2010) because they're the most important ones to assess a site.

Sandy Rymer Maxwell: This is how it all works: the hotel loves it when one person knows what's going on everywhere, which is why Sandy Rymer Maxwell is the interface with the Airtel. Then, in order to make life simpler for Sandy, there is a Costume College liaison who funnels all the Costume College questions to her.

Kathy Lear: Can we make sure that information also comes back down, because in the past it hasn't always done so. Perhaps an additional person can be chosen to receive the information from Sandy Rymer Maxwell, so that the person who asked the question has a second source in case one can't be reached.

Annie Mitschek: Ideally, that is how it is supposed to work though there have been some problems in the past.

Colleen Crosby: How many people should evaluate the hotels?

Sandy Rymer Maxwell: hotels are used to 10+, but simpler is better; bring questions with you, get answers; take notes; report back to the Board.

Kathy Lear: suggested more than the minimum, for more input.

Colleen Crosby: perhaps Malcolm and Jess should go, for Ops.

Annie Mitschek will contact Site Selection team members via email and dates will be set as calendars permit. Bobbi Armbruster Conference Management will be contacted with the availability dates so appointments for visits can be arranged with the selected hotels.

As Sandy Rymer Maxwell had to leave, the Board thanked her for her report and information.

Adjourn for lunch: 12:43 p.m.; Re-convene: 1:12 p.m.

Officers' Reports

President: (Most of these items will be addressed specifically later)

Lotteries held for Costume College: there is still space (possibly an effect of the economy).

Site search: We will be going to inspect prospects, as mentioned above.

Scholarships: specific questions have been discussed online; we will deal with language for the website under the Costume College topic.

Marketplace: The question of tiered fees (member vendor v. non-member vendor) has been raised.

Per discussion online, we can initiate tiered fees next year if we decide it is warranted.

Event participation: We've had some great events lately, with lots of participation. We need to stress to the membership that they MUST RSVP to events so the organizer can be informed. It is very difficult at a limited-space venue when more people than planned show up. This is especially important when memberships, tickets or fees are involved.

One of our members sent us information on a website (KIVA) which collects monies for larger projects in disadvantaged countries, helping individuals establish their own businesses. She would like us to run an article in *Squeals* (see discussion below).

LosCon and Anime: There was a good turnout for both events. (10% of CGW membership was at LosCon.)

LosCon has asked us to participate more with programming ideas (see discussion below).

The CGW did really well with the AnimeLA costume repair station. Many good contacts were made among the attendees.

Costume College “notion bags”: do we need an “information card” from the City of LA to solicit/receive donations within the City boundaries? I am awaiting response from Counsel.

Mr. Yoshitomi was pleased to note that we were protecting our servicemark. Many companies lose their rights because they don't do this.

Vice President

We have sponsored several events. They were fun. We'll have more events, and they'll be fun too.

The Greater Bay Area Costume Guild has a day at the beginning of the year, at which they decide what events to hold during the year – perhaps that kind of thing could work for us? Annie Mitschek: maybe we could combine it with the holiday party – encourages attendance and makes

use of an already-planned date.

Margery Rich – Perhaps we could institute “buddies” for new members to encourage attendance at events (“I'm going. Are you?”); Annie Mitschek: Perhaps this could be something for the membership development chair to organize. Colleen Crosby will contact Elizabeth McCash (Membership Development Chair) regarding this possibility.

Treasurer

We're in good shape. We should be thinking in terms of purchasing equipment.

Heritage Square (where Natalie Meyer volunteers) is collecting sponsorships for an upcoming event, and she will address this in detail under “New Business.”

Recording Secretary

We're up to date on approving and publishing the minutes.

Annie Mitschek: Since we've been making resolutions, we should have one place to display them: how about for a FAQ for the web site? Kathy Lear: I will compile and organize the resolutions made since we began listing decisions in this way, into a document for that purpose.

Corresponding Secretary

Heather Pritchett has helped out with the *Squeals* calendar for 2 months. She asked what kind of events we want to list from other groups. Margery Rich has been listing country dances but not Art Deco society events. Heather has been including other events, not the same choices.

Discussion followed about what events to include on our calendar. The consensus was that CGW events should be given preference, then Sister Organizations' events, then others as there is space.

Colleen Crosby: Could we list recurring events at the beginning of each month, rather than individually? It would save us some space for other events.

When members send us information for an event, we include it if the links work, etc.

Perhaps some differentiation needs to be made as to events that encourage all attendees to participate in costume and those where only members of that ethnic group should dress out. Maybe someone (Fran Wasielewski) could write an article about the difference between historical costuming and attending ethnic festivals in ethnic dress without belonging to that ethnic group. Depending on the ethnic group, this can cause friction (Cultural Sensitivity).

Directors at Large

Mary Jane Jewell: Nothing to report. She has heard nothing from members.

Regina Lawson Voorhes: She has received no input from members. She has not asked people about writing information about their jobs (the “things you should know” columns). She did get queries about Costume College scholarships and is writing recommendations for them.

Fran Wasielewski: She has received no emails from members. She went to the “California Gift Show” for her work – it could be a source for various items the Guild or the College might use, if we have someone in our group with a resale number (Mary Jane Jewell has one), but it is definitely information for next year. Two people from an organization may attend (others may do so for \$60 each). She acquired some catalogs-perhaps some of the people listed in them would like to donate items to the CGW notions bags.

Old Business/Committee Reports:

Costume College:

Lottery results: We have 304 members signed up so far. There is lots of room left at present. We need to encourage people to sign up.

Site search for new location for Costume College 2010 (See previous discussion with guests: Bobbi Armbruster, Sandy Rymer Maxwell). We’ve given Sandy Rymer Maxwell the go-ahead to schedule visits to the hotels we have proposals from so far.

Scholarships – follow-up: We need some language to go on the web site regarding the fact that ANYONE can apply for a Scholarship. Who can recommend someone for a scholarship? We need to extend the list of persons from whom we will accept letters of recommendation. With more people finding us on the Internet, they may not know a CGW member or someone from a sister group. Currently CGW members and (more recently) Sister Organization members are listed – do we want to include others? What would be our criteria? We can certainly include letters from Sister Organizations but not from people or organizations we don’t know. Kathy Lear will put together language to the affect of “if you don’t have someone to recommend you, contact us and we’ll try to work something out.”

Comp room assignments for Costume College 2009: We have three complimentary rooms available, not including the Hospitality Suite (which is traditionally the Dean’s room, currently the Airtel’s “Presidential Suite”) One of the rooms is traditionally the CGW President’s; following discussion, it was decided that the three complimentary rooms in the current Airtel contract will be distributed thusly:

President

Programming

Hotel liaison (1/2)

Hospitality (1/2)

(If Hotel Liaison and Hospitality share a room this will equal 1 full room. If they are in different rooms we will pay one-half of their room cost, each, for the designated nights.)

Marketplace booth space – tiered rates (member/non-member): Yes, this is something we want to implement, but not this year. Members should have privileges. Currently the rental is \$125 per booth space (which will fit two tables) How much the increase would be will depend on many things, such as the economy and hotel expenses (at the new location).

Mary Jane Jewell talked to a vendor who said that for them, Costume College is both cheap and lucrative.

Natalie Meyer: How many vendors are members? Some but not all.

Annie Mitschek: For the sake of information, the booth prices were originally structured in order to cover our event insurance. It's interesting to know the basis of this structure.

Corporate sponsorships (?): Annie Mitschek is to find out if the word "sponsorship" is loaded with legal obligations before we do anything about it. Kathy Lear is to respond to the received inquiry that the matter is under consideration.

Publications

Brochures and bookmarks for LosCon have been printed and distributed. Colleen Crosby is looking into prospective printers for the next batch. Possible candidates include: VistaPrint \$339 for 1000 full-color 2-colored, coated card stock; Kinko's \$1250. "Not-for-profit-printing.com" has full-color, 1000 for \$286.55 + 10% discount, free shipping - 80# paper - 100# paper \$311.45 if longer ship date, \$260.70. Warning that VistaPrint has some fine print on their contract web page about 14.95/mo if you check the wrong box.

RESOLVED: That Colleen Crosby orders 1000 CGW brochures from "Not-for-profit-printing.com," at the estimated rate of \$286.55 (possible 10% discount), free shipping on 80# paper, as a test order.

Moved: Kathy Lear, seconded.

VOTE: Ayes: 8, Noes: 0, Abstain: 0; Motion carried.

Website:

Kathy Lear reported on statistics gathered on the Costume College and CGW, Inc. web sites. There were many "hits" around the events page and areas where Costume College membership deadlines were detailed, and more "hits" when new lottery information was posted. This was expected.

New Forms page: We'll need to create separate sections for reimbursement forms and scholarship forms, so that people know which is which (public versus private access). The reimbursement forms are only for Board Members, College Committee Heads and other duly designated persons who have out-of-pocket expenses that are for official CGW, Inc. or Costume College matters. The expense forms must be mailed in -- electronic forms are not acceptable and will not be paid.

Forms to be included on the Forms page:

Scholarships

CGW membership

Reimbursement for expenses (Restricted use)

Costume College Application

Vendors Applications

Teachers

Volunteers

Membership Directory Expanded Information Submission form

Membership Directory: The Membership Directory was sent out with the February 2009 Squeals.

It was suggested we give excess membership directories to our Membership Development Chair (Elizabeth McCash) for inclusion in New Member Packets.

We will wait on events to determine how often or if we want to issue the Directory again. Diane Yoshitomi will be asked to write an article saying something like: “the form is on the website.” If she gets lots of response, we will update the Directory; if not, we won’t. If we do update the Directory, should information updates be sent out quarterly, semi-annually or annually, via *Squeals*?

Fundraising guidelines (forms?): Colleen Crosby was supposed to do that but has no idea what should be on it. Mary Jane Jewell: Fundraising could be a legal issue. Discussion tabled for a future time. Annie Mitschek has some information from Counsel and will see work with Colleen to set up some guidelines for the future.

Development of Future Board Members (assistants/education?): We all need to think about it.

LA County Fair Contest Categories – winners, new regulations, etc.: Maybe one of the difficulties with getting people to enter is the LA County Fair’s dates for delivering entries: it always seems to be on a weekday. Solution: get someone to deliver all the outfits to the Fair on the specified day. Waivers, forms must be filled out, etc. Link to forms page for Fair at

<http://www.lacountyfair.com/2009/AttractionsCompetitions/tapestrycompetitions.asp>

Prizes for costumes at Costume Con 27 – representatives / judges for same: We need to find out if anyone’s going and if they’re interested in judging/representing.

“How-To” Manuals – BOD and Costume College – creation and rights to use: tabled for a future meeting

New Business:

Proposed Article for Squeals re: KIVA.org (investing in underprivileged countries – tailor shops, clothing stores, sewing classes). A member sent in an article asking if it would be appropriate to include it in *Squeals*. The site deals with helping people in underdeveloped countries raise money, via the sites’ loans, to start their own business. They put together the amounts of cash donated by several people to create these loans. The loans are to be repaid in a set amount of time. The businesses being helped are of various types, among them are requests to start tailoring shops, sewing businesses (machine costs), and other worthwhile occupations. It’s the “teach a man to fish” principle. Their website is on the American Express list of “worthy endeavors.” This discussion prompted guidelines about the types of articles we will publish to assist *Squeals*’ editors in determining content.

RESOLVED: That it shall be the policy of the CGW that it promotes, via all our publications, only costume-related issues, sites and groups, provided they are of interest or benefit to the Guild membership. Any such promotions shall be at the discretion of the Board.

Moved: Colleen Crosby, seconded

VOTE: Ayes: 8, Noes: 0, Abstain: 0; Motion carried.

Request for programming panels for LosCon 36. LosCon wants to expand on the costuming panels offered because they had not been encouraged for a long while (previous administrations). The current chair wants to encourage more interaction between our groups. She is breaking fandom down into many categories/tracks (12 or 13 of them, including techno, history, uniforms, fantasy, super-heroes) and would like us to help as much as possible.

Mary Jane Jewell has been involved with this convention. This year’s theme is “But Wait, There’s More!” Costuming is being included as a section/theme. They want us to come up with some panels.

Annie Mitschek: Perhaps discussions such as for “artists,” something similar to Dr. Maeder’s “Relatives of Christ” presentation (you can tell the type of fabric by the way it is depicted – can include swatches). Or perhaps, for the “Superheroes” track, something about working with spandex. We need an article in Squeals and on the Yahoo group asking members for ideas.

Colleen Crosby: are they asking us to run this area of panels?

Annie Mitschek: I think so, but we will certainly coordinate with their Programming Chair. They also want us to come up with something hands-on/crafty for the kids’ programming. My first thought was some quick drawstring pouches like those made during the Workshop-In-The-Woods program out at the Renaissance Faire.

Fran Wasielewski: I could do medicine pouches.

Mary Jane Jewell is to write articles about LosCon needing panel ideas, and soliciting CGW members to “man” them, as mentioned above.

“CGW” sites on Facebook, Flickr and other webmedia. A member has asked the Board if they might set-up a Facebook page regarding Costume College for folks out of the area. The Board has determined that the CGW name should not be used as titles/domain names on these sites. This would constitute an infringement of our legal property, unless otherwise licensed. Therefore, people cannot use “CGW” or “Costume College®” as the site “name,” but can mention the events and that they occurred or will occur as a CGW event or at Costume College.

Heritage Square event sponsorships: Natalie Meyer outlined this opportunity. There are many levels of sponsorship: ranging from \$1,000 on down. Natalie Meyer has all the details of the various levels available. (She might be able to hand out brochures for the CGW at the event). Three CGW members will be among those modeling costumes during the festivities. A \$250 sponsorship would get us: the CGW, Inc. name (and perhaps the logo, per Natalie Meyer) listed in promotional material, a link to our web page on event’s web page, and a half-page ad inside the program.

RESOLVED: That the CGW participate as a sponsor at the Heritage Square Vintage Fashion Show and Tea event to be held on March 28, 2009, at the level of \$250.

Moved: Mary Jane Jewell, seconded

VOTE: Ayes: 7, Noes: 0, Abstain: 1; Motion carried.

New Member packets: Excess Membership Directories shall be given to Elizabeth McCash for inclusion in the packets. Elizabeth McCash thought we should come up with something that explains “how the Guild Works” and/or “how to find out about things.”

We will ask Joyce Saunders to write a “History of the CGW” for inclusion in the New Member Packets.

Further aspects of this topic were tabled for future discussion.

ANNOUNCEMENTS: Lorelee Page-Ortiz is already working with the Messiah sing-along people about costuming more participants at their event, held on the Sunday of Thanksgiving weekend, 2009.

Next meeting date/location: March 8, 2009, at Colleen Crosby’s (pending verification of date).

Adjournment: 5:14 p.m.

Respectfully submitted: Kathy Lear, with revisions by Annie Mitschek, et al.