

Costumer's Guild West Board of Directors' meeting

Saturday, March 1, 2008

421 E. Live Oak St. #203, San Gabriel, CA 91776

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| Attending: | President: | G. Ann Mitschek |
| | Vice President: | Colleen Crosby |
| | Treasurer: | Natalie Meyer |
| | Recording Sec'y: | Kathy Lear |
| | Corr. Sec'y: | Margery Rich |
| | Directors at Large: | Mary Jane Jewell Diane Yoshitomi |
| Not Attending: | Directors-at-Large: | Regina Lawson-Voorhes (excused) Joyce Saunders (excused) |
| | Parliamentarian | Cheryl Avirom (excused) |

President G. Ann Mitschek called the meeting to order at 1:42 p.m.

Chocolate was present in the form of chocolate Easter bunnies and brownies from Mary Jane Jewell

Approval of the Minutes of 10-14-2007, with revision by Diane Yoshitomi:
Kathy Lear moved to accept, seconded. Vote: Ayes: 7, Noes: 0, Abstain: 0

Officers' Reports

President: G. Ann Mitschek

1. The Costumer's Guild West has had a proposal from the Southwest Costume Guild about producing a photo/costume CD. This will be discussed under new business
2. A few members have expressed disapproval of the lottery system of Costume College memberships. Many members don't know about the availability of scholarship. Scholarships need to be better advertised. Colleen sold her extra membership, but one of the GBACG board members thought that she couldn't sell it, because the By-Laws prohibited it. (It is in fact legal, and the exact rules laid out clearly.) The rules pertaining to this need to be better advertised as well. Put this on the list of "things you didn't know about Costume College."
3. Annie Mitschek received a question about whether Regency costume could be worn at Costume College. The bonus track is not yet mentioned on the website!
4. Annie Mitschek visited the President of the San Diego Costume Guild, Valarie LaBore, and discussed the Sister Organization situation. Valarie LaBore said the San Diego Costume Guild didn't have that status, but that they would apply for it. Jody Regan, who was president of the San Diego Guild when the split between the Costumer's Guild West and the International Costumer's Guild happened, confirmed that the "Sister" status of the San Diego Costume Guild with respect to the Costumer's Guild West was never formalized.

5. We are trying to get caught up on Board minutes. Annie Mitschek has one more set to send to Mr. Yoshitomi for review, and others are in the wings. We need deadlines; the Bylaws state that we will publish within 45 days of a meeting. Kathy Lear will now be giving minutes to Annie Mitschek within 2 weeks of the Board meeting, so that any exchanges and corrections can be done in a timely fashion, and approved and published within the specified time.
6. Things have degraded regarding the *Squeals* production timelines. Therefore, the new rules are: Copy must be sent to Annie Mitschek by second the Thursday of each month. Collating is on the third Thursday of each month. Printing should be completed by Wednesday, the day before collating.
7. There has been still no response received from Janet Wilson Anderson regarding our attorney's letter to her. All the Board and the Costume College Committee Heads have the directive to pass queries received from any source regarding Janet Wilson Anderson to Annie Mitschek

Vice President: Colleen Crosby

Upcoming Events

1. March 15th: the Beggars Bazaar – we have eight people selling so far, and will have perhaps nine or ten by the event date. There is no rain contingency plan. Colleen Crosby will send out reminders about setup times, etc.
2. March 29th: an informal tour of FIDM is scheduled, to which only a few people have responded so far.
3. March 30th: a Tea is scheduled, for which only a couple of people have responded. No money or guarantee via credit card has been given to the tea shop yet.
4. April is the fundraiser tea (see the flyer in *Squeals*). Annie Mitschek asked why they charged only \$5 more? It won't affect the tax issues. Diane Yoshitomi gave the opinion that fundraisers should be more monetarily significant. Fair-market value is not a good idea for a fundraiser—the object is to raise money for the organization. The Costumer's Guild West still needs a form, with check boxes for standardized options, to make it easier for people who want to hold small fundraisers, to set them up.
5. Costume Con 26 is two week after the April tea, from April 25th through April 28th.
6. May or June: someone wants to host a tea. There are no other events scheduled for those months. Annie Mitschek suggested a get-together at Faire, which is the first week of April through the third week of May.
7. June or July: a retirement / convalescent / hospital day? Colleen Crosby asked Annie Mitschek if she wanted to be in charge of that. Diane Yoshitomi suggested that most of the people who might be interested in attending such a gathering will be making ready for Costume College. Colleen Crosby said many people were interested in just attending in costume and chatting with the residents, rather than caroling or doing some other planned activity. This topic requires further thought and discussion.
8. July: Several members are starting to set up "sewing days" for Saturday 19th (two weeks before Costume College 2008), in three different locations. Mary Jane Jewell's house is one location. Regina Lawson-Voorhes will host another, with one more location to be determined.

Treasurer: Natalie Meyer

1. Natalie Meyer provided a financial statement. She needs the Board members to sign the minutes of the meeting on November 18, 2007, at which the Board approved the establishment of a Certificate of Deposit using 30% of the funds currently in the Costumer's Guild West's account. She will present this signed copy to the bank as an authorizing document. In lieu of the minutes, which have not been formally approved, Annie Mitschek passed around a letter of authorization, to be signed by all present, to help facilitate the establishment of the CD.
2. Natalie Meyer will be filing a statement regarding the Costumer's Guild West's corporate status with the State (State registration form) this week, and is listing Nixon Peabody as our agent for service of process. (Their services will hopefully not be needed.)
3. Natalie Meyer has deposited the checks from people on waiting list, and they are no longer on the waiting list, they are officially attending members! Natalie Meyer needs to be in Kathy Anderson's loop for information purposes for Costume College 2008 memberships.

Recording Sec'y: Kathy Lear

1. Kathy Lear and Annie Mitschek are working to get minutes up to date, per the By-Laws.

Corresponding Sec'y: Margery Rich

1. Margery Rich thanked Annie Mitschek for setting deadlines for *Squeals*. The publication will be well served by having them.
2. Margery Rich has received the San Diego Costume Guild's application for "Sister Organization" status. (See further discussion under "Old Business".)
3. More people have been coming to collating, which is gratifying and makes the task go more quickly.
4. Margery Rich asked Annie Mitschek if she has received information or an article from Valarie LaBore regarding the San Juan Capistrano tea last November? Answer: No.
5. Margery Rich needs more non-time-sensitive articles for "stock," to put into *Squeals* when space is available.

Directors at Large:

Mary Jane Jewell: has a question for the Board regarding her authority as head of the Site Search Committee. She wants to know what she is authorized to do. Annie Mitschek responded that we would have to discuss that, under the site search topic. Other than that, Mary Jane Jewell has nothing happening until after Easter.

Diane Yoshitomi: Two topics which are already on the list for discussion.

1. A member has objected to the Costume College lottery. Several e-mail messages have passed back and forth about this. Annie Mitschek asked the member to enumerate things that she would like to see. When the member responded, Annie Mitschek noticed that many of her requests were already in place. (These should probably also be on the "10 things you didn't know about Costume College" list.) Diane Yoshitomi mentioned that the Board was elected to do the business of the Guild and make these decisions. We try to keep the members' needs and desires in mind, but can't accommodate everyone.

2. Colleen Crosby recommended that the Board take care not to sound condemnatory, because most members already don't tell us about their complaints, and that would discourage them even more from talking to us.
3. Natalie Meyer pointed out that 290 people currently get *Squeals* (plus perhaps the 10 or 12 household members who also read it – there are enough spaces for all members to get into Costume College 2009 under the new system. The deadline for members' applications to Costume College is the first tier, so if members respond right away when the deadline is announced, or on the deadline, they should get their memberships. Annie Mitschek pointed out that this is valid so long as the number of members stays equal with or below the percentage of member places available at Costume College.
4. Diane Yoshitomi expressed the opinion that members who want to wait (for a better time for them, financially or otherwise) to apply for their memberships can't expect Costume College to wait for them – Costume College should be able to sell to whomever wants to attend, since the event is not put on for the exclusive benefit of members of the Costumer's Guild West, but for the entire costuming community. This was confirmed by Annie Mitschek.

Committee Reports:

1. Website: Kathy Lear:
 - a. Kathy Lear now has access to statistics, and enumerated them for the Board. Roughly, the Costume College site receives about four times the traffic of the Costumer's Guild West site.
 - b. Annie Mitschek asked Ron Jones (the host company's contact) for passwords to amend and update the site – he said that Kathy Lear would have to confirm Annie Mitschek's position. Kathy Lear did, and Annie Mitschek is now waiting for the information. She also requested information on the actual "package" of services we receive from the host company.
 - c. Colleen Crosby was talking to Cat Slater-Woodward, who said please fix the Costume College Marketplace page to remove the references to information pertaining to Costume College 2007. The page states at top of Marketplace page that Costume College is sold out – we need that page to state: "Costumers Marketplace is open to the public." Also change references to "Mela Hoyt-Hayden" as the contact for Costumer's Marketplace, to "Cat Slater-Woodward." We also need to make sure that all committee heads' names listed on the site are correct.
 - d. Kathy Lear asked if we are still using T. Dow Albon and Ron Jones to make updates, before we take over the administration of the sites. Annie Mitschek's reply: yes.
 - e. Colleen Crosby feels that we should transfer sooner rather than later. She will find out her husband Shawn's favorite host, so we can compare terms and services.
2. Member Directory: Diane Yoshitomi
 - a. The project is currently stalled due to lack of membership input. Diane Yoshitomi will have a statement for the next *Squeals*. Currently there are only 29 respondents. Diane Yoshitomi will reward them with an electronic version of the list with their information only.

- b. Natalie Meyer said she understood that we were going to publish with name, city and state as minimum. Diane Yoshitomi said we discussed at a previous meeting that it would be well to wait until after Costume College 2008 for members to respond, since it was taking so long.
 - c. Margery Rich said that she would be willing to man a specific table at Costume College for the Membership Directory. If people want to join the Costumer's Guild West right away, she will take their money and information and sell them a current directory for \$5. Perhaps a pre-printed form could be generated for the directory information. (Remind Margery to create said form.)
 - d. Mary Jane Jewell: What about a members-only web page listing? Colleen Crosby says she is concerned about spyzers getting unauthorized access. Kathy Lear says that we can easily leave off e-mail, phone numbers and specific address, publishing only names, cities and interests.
3. Publications: Colleen Crosby
- a. The meeting of the Publications Committee was held last Sunday (2/24/08). She apologized that she has been too busy to compile her notes. Heather Pritchett, Elizabeth Reed and Lorealee Page-Ortez are among the new people who have volunteered to help with publications. Heather Pritchett will help on the web site. With Kathy Lear and Colleen Crosby, she will be making updates. There will be a specific e-mail address which will take messages for updates, and whichever of those three people gets to it first will do the input. Heather expressed a desire for a "2-click web site" as a goal for the Costumer's Guild West and Costume College. Elizabeth Reed volunteered to do editing for Costume College publications and *Squeals*. Margery Rich stated that her greatest need is for columnists. Colleen Crosby will ask the new volunteers for content contributions. Margery Rich stated that reviews of books, movies, and web site are all welcome.
 - b. Costume College publications – (Eric Gerds, head) It is too close to Costume College 2008 to make major stylistic changes in the forms and flyers, but people are ready to help him and/or make necessary changes to the current ones.
 - c. Colleen Crosby mentioned that Charles Matheny and Eric Gerds will also have access to the web site for technical and back-end concerns, like passwords and security.
 - d. Margery Rich said that one member expressed an interest in an electronic newsletter. Margery Rich will send a "book" and a "page" layout sample to see if Kathy Lear can open them (it might be a software version issue) and then edit them as discussed above, to remove phone numbers and addresses. One member wants a pda version of the calendar. Colleen Crosby pointed out that once we get the calendar up on the web site, the member will be able to use that.
 - e. Annie Mitschek, regarding sending out electronic newsletter, says that she spoke with a friend whose group has started sending out electronic-only newsletters. Most of their members didn't bother to look at it, and

consequently didn't find out about and attend events. This could definitely be a concern for the Costumer's Guild West.

4. Site Search: Mary Jane Jewell

- a. Mary Jane Jewell has passed some information regarding the search for a new site for Costume College to Fran Wasielewski. Natalie Meyer has provided some financial information to Mary Jane Jewell. Mary Jane Jewell will be able to concentrate on it only after Easter. Mary Jane Jewell requests clarification of her authority to speak to hotels and other venues. Annie Mitschek stated that fact-finding is well within Mary Jane Jewell's purview. Diane Yoshitomi gave the opinion that Mary Jane Jewell should use a checklist of "this is what we get now, this is what we need, this is where we want to expand to" to use when telling hotel venues about our needs and wants.
- b. Annie Mitschek stated that we do not have the necessary amount of time now to organize a move to a new site for Costume College 2009. She will ask Laura Rico and/or Sandy Maxwell about extending our contract with the Airtel Plaza for 2009. We will be looking for a new site for Costume College 2010, and will need to plan for 500 attendees for that event. We also need more people working within the Costumer's Guild West, on the committees and the Board to make that level of service possible.
- c. Diane Yoshitomi: maybe one of the bi-monthly articles could be "what's great about working on Costume College and the Board."
- d. The Site Search Committee consists of Mary Jane Jewell (head), Laura Rico (Hotel Liaison), Fran Wasielewski, Karen Lavoie and Eric Gerds (as consultant).
- e. Mary Jane Jewell: The Board can't publish that Costume College is changing its site until we have a contract with a new hotel.
- f. Mary Jane Jewell is to write an article for *Squeals* about the site search progress.

Old Business:

1. Costume College 2008

a. Communications with the Dean

- i. Annie Mitschek: Communications are getting better. Martha Davis e-mailed her this week, and most committee heads have sent in their articles for the Registration book. Mary Jane Jewell thinks Martha Davis has her intentions in the right place, both for the current Costume College and for the future. Also Annie Mitschek says that Cat Slater-Woodward tells her that Martha Davis is used to "just doing it," on projects she takes on, and only needs to learn to report to the President. Annie Mitschek: Elizabeth Reed has volunteered to help make the manuals for the committees standardized, as in company manuals, just so that if someone who has headed one committee takes on a different one, the format will be simpler to follow

- b. Scholarships – Martha Davis added her approval to that given by the Board, ratifying Elizabeth McCash's Full Scholarship to Costume College 2008 membership. Annie Mitschek will be sending out notifications to Elizabeth McCash and to the recipients who won prizes at the Los Angeles County Fair, at the same time.

2. Rules for Costume College 2009 registration

- a. Membership issues regarding Sister Organizations, specifically San Diego. San Diego has applied for Sister Organization status, and agrees to the terms. (See SR11: Sister Organization) Annie Mitschek: Do I hear any objections to accepting their application? No. Margery Rich: Move that we accept the application of the San Diego Costume Guild for Sister Organization status. Mary Jane Jewell seconded.

Vote: Ayes: 7; Noes, 0; Abstain: 0. Motion carried.

- b. If anyone is a member of another group (The Art Deco Society, etc.), please approach them about sister status. Diane Yoshitomi: Shall we publish this in *Squeals* as well? Annie Mitschek will put together something for *Squeals*.
- c. Colleen Crosby: What about organizations that don't have anything to offer a discount to – can they be Sister Organizations? (e.g. Star Wars groups) There was discussion about how to establish what Costumer's Guild West gets from any organization which is a sister – if it's information about events, what happens if they don't send us that info? Do we remove them as Sisters? We will need to amend the Standing Rules if we decide to do that. Also, we should check the member lists of Sister Organizations to make sure that their members who are asking for the Costume College discount price really are members of their organization.
- d. Costume College 2009 pricing structure – we won't need to tier the pricing structure the way we did last year(.) With the lottery system in place we will need fewer price bumps. Perhaps we should make the difference between the member and the non-member price much greater – it was pointed out that it's pretty silly to have the two prices so similar. Annie Mitschek suggested a member price of \$100, and a non-member price of \$150: What should be the post-lottery price: ? (not discussed) Margery Rich didn't think that these should be set yet, because regular-world economic factors may come into play before we need to publish those prices. Mary Jane Jewell: if you have a household membership, you're now only paying the extra \$15 (household members do not receive *Squeals*.) This issue was tabled until next meeting at least to give the Board time to think about it.
- e. The Board needs to reiterate how to send memberships for the Costume College lottery: one registration form, one member, one check per envelope, with "COSTUME COLLEGE MEMBERSHIP" and the sender's name printed clearly on the outside. Envelopes WILL NOT BE OPENED until the lottery, so any other correspondence will not be read immediately upon receipt; furthermore, if there are multiple names, forms or checks in one envelope, all of them will be placed at the end of the "line."

3. "10 things you should know about Costumer's Guild West" (and Costume College) - articles for Squeals (To be collated as FAQs as they are received, and put on the corresponding web site.) Anyone can submit them. This project will be assigned to Regina Lawson-Voorhees as coordinator. Annie Mitschek will notify her.
 - a. An item to be written by Regina Lawson-Voorhees: "Directors at Large, their duties and how members can use them."
 - b. Mention that anyone can (and everyone is encouraged to) submit articles to *Squeals*.
 - c. Tell members about scholarships, waiting list, bonus track of Costume College, Committee Heads and Board priorities

4. Fund-raising by members (form needs to be developed) – Colleen Crosby; also photo CD (by us?), and PhotoCD fundraiser proposal from the Southwest Costumers
 - a. The Southwest Guild wanted to give us \$0.25 for a \$10 CD This is not an acceptable arrangement. Diane Yoshitomi: theoretically it's a great idea. Before we enter into an agreement, can we e-mail the membership who have e-mail addresses and ask them if they'd be interested, to determine if it's worth it? Annie Mitschek: the thing that may be the biggest issue is the legal language suggested by our counsel – the Southwest Costumers Guild must agree to hold harmless the Costumer's Guild West. Mary Jane Jewell: we deserve a larger proportion of the income. Annie Mitschek thinks 2/3-1/3. Colleen Crosby: 50-50. Discussion followed regarding who would do most of the production work, and which people would be the market for this product. It was suggested that we send out a survey with the Registration Booklet to all College members to determine the level of interest. Responses would be required to be returned with the limited class forms. Agreed.

5. Awards for CostumeCon 26
 - a. Diane Yoshitomi: discretionary Judges for the Costumer's Guild West awards must be aware that the viewing of the costumes will not be up close – consideration must be made of the costume's overall visual impact, not the quality of workmanship She presented a sheet of proposed criteria, which was handed out. She suggests a prize of a \$100 gift certificate to a fabric store, plus a physical award. Annie passed around printouts from some Lucite trophy companies she found on the web, with some costs, for consideration by the Board. This topic will require further development.

6. Credit card – should we have one for the Guild? Should we accept them for payments?
 - a. Natalie Meyer is against having one, because there is the present and future issue of who keeps it and who's responsible for purchasing and how do we pass it along ... it's more trouble than it's worth. Annie Mitschek: the only thing we would need it for is Costume College and if we're not taking memberships at Costume College and are accepting only checks, it's all moot, so Natalie should save her time. Agreed by the whole Board.

7. A "Members of the Board" sign at Costume College. We will need photos of the Board (in costume as well as in mundanes) to put on this board/sign at College. The same should be considered for the College Committee Heads.

New Business:

1. Natalie Myer: we're coming up on our term limits, and need assistants or people who will replace us, especially *Squeals* (Corr. Sec'y) and the Treasurer. Annie Mitschek countered that we've got three years after this year, because the limits were approved by the membership in 2007 for application to the elections beginning that year, forward. Therefore, the election results from 2007-2008 are the current Board's first year. Despite Annie Mitschek's correction about the application of the four-year rule, the Board will need to keep an eye on this issue, and make sure that the members realize the need, that replacements are being trained, and/or that there will need to be an amendment to the By-Laws about extending terms of office. Discussion to be continued at the next full Board meeting.
2. Annie Mitschek: re: Costume College Committee Heads – She wants some discussion at the next Board meeting – resolution that anyone who wants to become a committee head must have been on that Costume College committee for at least one year before they take over that committee. This way they can get a “feel” for how and why things are done (training).
3. Also: regarding the Costume College Committee and Costumer's Guild West Board “how-to” manuals. Annie Mitschek had asked attorneys to draft an agreement for everyone to sign. Some people have balked at various parts of the language. Could we pass a resolution that anyone who heads a committee or is on the Board must leave a procedure manual for the Guild's future use? That implies no “ownership”, exclusive or otherwise, but guarantees that the Costumer's Guild West can use the materials.

Next meeting (Informal – Pressing Issues Only): April 25 or 26 at Costume Con (a quorum of the Board will be attending)

Meeting after (Full Board): June 29th, 1:00 p.m. at Kathy Lear's workplace (Lawyers Title Company) in Santa Barbara. Directions to be provided by Kathy Lear

President Annie Mitschek adjourned the meeting at 5:05 p.m.

Respectfully submitted: Kathy Lear, Recording Secretary, with corrections by G. Ann Mitschek, President, and the Board