

CGW Board of Directors Meeting, Saturday, September 6, 2008
8311 Rayford Drive, Los Angeles 90045

Attending:

President: G. Ann Mitschek
Vice President: Colleen Crosby
Recording Sec'y: Kathy Lear
Directors at Large:
Mary Jane Jewell
Regina Lawson-Voorhes
Fran Wasielewski
Diane Yoshitomi

Guest:

Costume College Dean 2009:
Maegen Hensley

Absent:

Natalie Meyer,
Margery Rich,
Cheryl Avirom (all excused)

Meeting called to order at 11:17 a.m.

Chocolate present in the form of chocolate-filled gaufrettes.

Information so far for Costume College 2009:

Membership numbers:

Costume College 2008: 375 (number projected at this time)

CGW members as of 9/1/08 (eligible for first lottery for 2009): 355 members
(reported by Natalie Meyer via G. Ann Mitschek).

Last year (2008) 24% of College attendees were non-CGW members

Can we increase memberships available? To 400? 425?

Maegen Hensley's assessment of 2008: There was more space in unlimited classes than expected.

The student/classroom distributions statistics for Costume College 2007 (which she had monitored) were as follows:

There were 335 attendees, with an average of 225 students in class during any given hour. What did others do? Friday: 125 were variously occupied on tours, sewing, arriving, volunteering; Saturday: exhibits, volunteering, sewing; Sunday: tea, volunteering, exhibits.

Only 17 out of 70 teachers did NOT take classes (the guest teacher is included here)
80-90% of the attendees stayed at the hotel.

There were more limited classes than usual, but still plenty of things for people who were not in a limited class to do.

40% of limited classes still had space available.

Recommended: Increase memberships for Costume College 2009 to 400 – which breaks down as 375 regular memberships with the remaining 25 reserved for committee/board.

Annie had an informal meeting with Jennifer Pak, Associate Director of Sales at the Airtel Plaza Hotel (who writes contracts for hotel), who said that the hotel might be able to make accommodations for more class room spaces by converting hotel rooms, or some other method.

Maegen Hensley suggests getting nearby hotel(s) to hold a block of rooms until 3 weeks beforehand for potential overflow.

Regina Lawson Voorhees suggested a shuttle/bus; Maegen Hensley says the shuttle runs to the airport anyway, and it could be arranged to drop people at the Airtel instead. She suggests

that we get the Airtel to give us ALL the pre-booked block rooms, rather than them saving any for other groups.

N.B.: Colleen Crosby mentioned that her room had been a smoking room and the front desk would do nothing about it.

Percentages for each lottery group:

Staff (9 Board, 15 Committee Heads, 29 Teachers, 12 Scholarships): total 66

Total – staff/committee = lottery 425 (total) - 65 (staff) = 360; 270 (75%) in 1st tier (CGW members); 90 (25%) in 2nd tier (Sisters and Others).

Diane said Approximately 9 memberships were made available (transferred), via the CGW Yahoo Group or other groups, during the last four months before Costume College. Therefore, people can still possibly find a way to attend even if memberships are sold out. Traditionally, a small percentage of people who have signed up will find out at the last minute that they are not able to attend at the last minute (due to conflicts with work, family, etc.).

Much discussion followed about how to pick attendees and whether to assign attendee numbers via computer random-number generation (using Maegen's existing program), or use the traditional method of stamping a number on each application as it is received (or in this case, drawn). Will we need more people or fewer to do the physical drawing of applications?

RESOLVED: That Costume College 2009 will accept 425 memberships, 65 of which are to be held for staff and scholarships, 270 (75% of the remaining available student memberships) of which will be available for 1st tier lottery (CGW members only) and 90 (25% of available student memberships) for 2nd tier lottery, as the lottery was described in the last minutes (re: dates BOD mtg 11/18/07).

Moved by: Mary Jane Jewell, seconded. Ayes: 7, Nays: 0, Abstention: 0. Motion carried.

Household attendances-do we give preference to spouses/children or other household members. Fran Wasielewski introduced concerns from a member regarding possible abuses that might arise from "holding" spaces for spouses/household members.

RESOLVED: that Fran W. request a concerned member for permission to use the points from her e-mail as reasons why the Board doesn't want to hold Costume College memberships for household members.

Moved by: Kathy Lear, seconded. Vote: Ayes: 0, Noes: 7; Abstentions: 0

RESOLVED: In agreement with concerns stated by CGW members, the Board has decided not to award special preference to household members of people whose names are drawn in the lottery to attend Costume College.

Diane Yoshitomi moved, seconded. Ayes: 7; Nays: 0, Abstentions: 0

Much discussion followed of things available to do when not attending classes.

A decision was reached to move the "Volunteers" area to the short section of the "Check-In" area, and use the space created as a meeting/lounge/talk area.

Costume College 2009:

What we have at the Airtel – see contract held by G. Ann Mitschek

5 small classrooms (tower, Lindberg) (351 sq feet)

2 medium classrooms (750 sq ft)

4 large (1350 sq feet)

3 large (1800 sq feet)
large ballroom (can be made into 3 rooms) (5400 square feet)
marketplace (2700 sq feet)
Gulfstream (1350 square feet)
Executive Board (308 sq feet)
This list doesn't include spaces such as – presidential suite (hospitality), ops, tea

For 2009: designate a “party floor” so that we don't have to worry about noise complaints from guests adjacent to Hospitality suite. (Annie will ask Sandy Maxwell &/or our Hotel Liaison, Lana Bailey, to see if this can be arranged.)

For Costume College 2010, Maegen Hensley would recommend that, at a minimum, we look for:

Classrooms: 5 small, 6-8 medium, 4 in 1800 sq feet, ballroom of 5000 sq ft for Gala, marketplace (3000-4000 sq feet), orientation (1350 sq ft); ops/facilities (a suite equivalent), display rooms (2 hotel rooms, connecting), hospitality suite/con suite, staff room (small exec room). Also comp rooms (guest teachers, programming, dean, hotel liaison, president-6 minimum) Transportation-friendly. Alternative restaurants nearby. Free breakfast - buffet (negotiate). Photocopy, shipping, business center. Look for concierge space – storage for people's luggage. Corporate hotel, not resort hotel (resort hotels charge too much on weekends). Self-operated laundry facilities nearby or at hotel. Ask Sandy Maxwell how successful the sandwiches in the hallway sold by the hotel were.

(Maegen Hensley stated that, according to common practice for convention contracts, Costume College should get 1 free room-night for every 50 room-nights booked, but in lieu of that, we get Sandy Maxwell. Maegen also stated that as Sandy Maxwell knows the Airtel hotel and is constantly there, she seemed to want to “sell” the Board on the idea of Costume College staying at the Airtel. Sandy Maxwell is, extremely qualified at her job, especially as it pertains to the Airtel, but she needs to be as useful at the new one, which is finding the College a larger and possibly more amenable site.) Colleen Crosby stated that we need to know how much Sandy Maxwell is “costing” us. Annie Mitschek will figure out the per-room cost based on the number of nights we pay for.

It was recommended that Sandy Maxwell start looking for hotels in the San Fernando Valley. The CGW/Costume College storage facilities are there, and attendees are used to the event being in that area. If possible we should stay in the same area.

Deadline: We need Sandy Maxwell to have a list of possible locations by January 15, 2009.

When shopping for new space we need to know how much projected growth to expect for the coming years – 5-10% is probably a good estimate for the next few years. This percentage should allow for reasonable, manageable expansion.

Fran Wasielewski mentioned that we could use some public relations. Might it be possible to use a promotional campaign like AALFHAM (American Association of Living History Farms and Museums).

In reference to the College's growing size, Maegen Hensley mentioned that we should look into the possibility of online registration, and think about implementing it in the future.

Can we use the space we currently have in a different way, to create more room?

Chaz Boston-Baden took a room near the Exhibit room at this year's College, and set it up as a "PB&J room", as a place for people to "unwind" and grab a quick snack. Eighty-five people visited (rough estimate). We might want to do something like that.

Mary Jane Jewell had a "laundry list" of things we might want to do differently (submitted by a member):

1. We don't have to limit attendance as much – not everyone needs to be attending classes all the time.
2. Other possible things to do: open-ended "learning circles" on knitting or other handwork. We would need "experts" to "teach". The "experts" could have the basic materials available, or publish a list of things for the students to bring if they're interested in that "circle."
3. A larger dealer's room is needed – could we dedicate the entire ballroom in the Tower building?
4. Marketing reminders: send informational e-mails for limited classes, tea, gala, etc.
5. If space is still available in limited classes, add students later. Maegen's explanation of the argument against: Only the students who send in a request for classes are eligible. There are 2 rounds of placement when requests are in: after the first round there is a time delay for the students to send in their money to secure their places in the class. If they don't, the waiting list is used. There is no time left after that to add another round of "request-and-pay", and it would be too much hassle that late in the preparations for College.
6. Allow onsite signups for limited attendance classes to fill in the spots reserved by people who don't show up. This would have to be for classes that are not "tool-intensive," or for which the teachers supply nearly everything.
7. Possibly use outside spaces for classes like stage movement, and for photo ops.
8. Allow "observation seats" to observe techniques in limited classes like corsets (like auditing). The reply was that this would not be fair to those that signed up legitimately and paid the class fees.

Diane Yoshitomi suggested a "College Reunion" – for people who don't get in as attendees to get together and share, teach, etc. It could be like a "learning circle," possibly at the same time and place, possibly at the "Lounge" area that has been proposed.

Costume College 2008 Post Mortem date: we will try to arrange for either 10/5/08 or 10/12/08 at Farthingales L.A. Time etc. to be determined by their calendar/availability.

Next BoD meeting set for 11/2/08, 11:00am at Diane Yoshitomi's home.

Meeting adjourned at: 2:50 p.m.

Respectfully submitted, Kathy Lear, Recording Secretary, with amendments by G. Ann Mitschek, President.