

Leadership Meeting – July 2018

### **Quilt Show, Teas, Boutiques, and other Special Events**

Guilds represented on the panel – Central Coast, Valley of the Mist, Flying Geese, Valley Quiltmakers, South Bay Quilters Guild, Santa Monica Quilt Guild, Westside Quilt Guild, Inland Empire Quilt Guild, SLO Quilters

- Venues
  - Costs are going up
  - Find we are competing with weddings, etc.
  - Using a church limits the days for the event (usually no Sunday availability)
  - Look at outdoor options – Botanical Gardens, Nurseries, parks, etc.
- Valley of the Mist Outdoor Quilt Show
  - Using Proxibid again this year to live stream their quilt auction, pictures, etc.; can bid from offsite or bid on the phone; had some technical difficulties last year, but feel they have solved them for their upcoming show this year in October; the guild rep volunteered to write an article about this year’s show and submit it for the December newsletter
  - They have created a new website for the guild, are using Instagram and social media (with some resistance from older members)
  - They also use Square space
  - This year they are adding a trolley to transport people from the vendor building to the outdoor show and auction site
- Seven Sister Show (late June) – 7 guild participate
  - Each guild provides \$500 seed money
  - They do sell quilts at the show (mostly small quilts)
  - Do a Coffee Can Raffle
  - Fat Quarter “cakes” are popular; they create them in a variety of themes.
  - Usually have ~50 vendors
- South Bay Quilt Guild
  - Raffle baskets have become a great fund raiser at our quilt show
  - This year we used a new ticket stock that is available on line; purchaser does not have to put their name and number on each ticket; Admit One Products, based in Irvine. The tickets themselves are called Chance Auction tickets, and 2,000 sheets for ~\$100 or 250 for under \$25.
  - <https://www.admitoneproducts.com/Auction+Supplies/Chance+Auction+Tickets/Stock+Chance+Auction+Tickets/>
- Inland Empire
  - They hold a Brown Bag event; recently raised ~\$3,000 from that event.
- There was also some discussion about how to get your visitors to spend money; visitors often come to the quilt show with \$20-40 on hand to spend
  - A solution – allow them to use their credit cards; that seems to help them “open their wallets”
- Other fund-raising events

- SLO – Experience; pat boutique and quilt auction; get people to get involved; public invited; small entrance fee; usually have a food vendor
- Flying Geese QG – Christmas in June Boutique
- SLO – Outside auctions
- Discussion regarding Pipe and Drape Vendors
  - South Bay Quilters Guild has lost their long-time P&D vendor; looking for other resources;
    - Party supply businesses
    - SBQG has identified five vendors and has requested bids. Those vendors are listed below:
      - 1) Choura Events - Torrance - <https://www.chouraevents.com/>
      - 2) Del Rey Party Rentals – Hawthorne - <http://www.delreypartyrentals.com/inventory-main/>
      - 3) Quilt Show Express - Redondo Beach - <http://quiltshowexpress.com/>
      - 4) Rossi Expo - Oakland, but they do a lot of work in So Cal. - <http://rossiexpo.com/>
      - 5) Signature Rentals - Santa Ana - <http://www.signatureparty.com/>
- Some guilds are looking for outside help with their events. Suggestions included:
  - Community Service from groups from large corporations like Best Buy, Home Depot
  - Girls and Boys Clubs
  - High school students looking for Community Service opportunities
- Ways to Identify your members at the event
  - Aprons, badges, pins, ASK ME buttons for the members to wear
- Discussed ways to pamper your vendors
  - Hospitality room
  - Food delivery to the vendor booth
  - Snacks and water throughout the day