

**MidAtlantic Fiber Association  
Representatives Assembly Meeting Minutes  
July 27, 2021**

*Via Zoom*

**Board Members Attending:**

Helena Valentine, President  
Margaret Briggs, 2<sup>nd</sup> VP; Conference  
Angela Fishman, Grants Chair  
Sara Robbins; Membership Chair  
Marla Campbell, Treasurer  
Dave Banks, Webmaster  
Karen Miller, Past President  
Patty Chrisman, Secretary

Carol Steuer, incoming 2<sup>nd</sup> VP; Conference  
Liz Heine, incoming Treasurer  
Laura Womack; incoming 1st VP--Communications

**Guild Representatives Attending:**

Yemisi Ajayi, Philadelphia Guild of Handweavers  
Deborah Amaral, Triangle Weavers Guild  
Diane Baumgartner, Foothills Spinners & Weavers  
Margaret Briggs, Central Virginia Fiberarts Guild  
Amy Bush, Fiber Arts Network  
Aileen Campbell, Fredericksburg Spinners and Weavers Guild  
Margaret Briggs, Central Virginia Fiberarts Guild  
Pat Canaday, Tryon Guild  
Pat Capogrossi, Weavers Guild of Greater Baltimore; Chesapeake Weavers  
Patty Chrisman, North Country Spinners; Essex County Spinners  
Barbara Diefenderfer, Weavers' Roundtable  
Deborah Faehner, Handweavers of Bucks County  
Gretchen Fancher, Westfield Weavers  
Marion Flint, Triangle Weavers Guild  
Carol Ireland, Fiber Guild  
Liza Jennings Seiner, Loyalhannon Spinners  
Meg Lundsager, Waterford Weavers Guild  
Julia McDonald, Seacoast Spinners & Weavers Guild  
Karen Miller, Potomac Fiber Arts Guild  
Tina Mickley, Lancaster Spinners and Weavers  
Bev Nerenberg, Woodstock Weavers  
Sally Orgren, Jockey Hollow Weavers; Frances Irwin Handweavers  
Suanne Pasquarella, Weavers Guild of Buffalo; Weavers Guild of Rochester & Chautauqua  
County  
Sandi Petty, Tavern Spiers & Weavers; Williamsburg Spinners and Weavers

Linda Pierson, Palisades Guild of Spinners & Weavers  
Sharon Resnick, Fiber Guild of the Blue Ridge  
Sara Robbins, Philadelphia Guild of Handweavers  
Inger Seitz, Outer Banks Fiber Guild  
Nan Solomon, Woodstock Weavers  
Cecile Stiner, Susquehanna Valley Spinners & Weavers  
Nancy Turner, South Jersey Guild of Spinners and Handweavers  
Lori Wall, Morgantown Fiber Guild  
Laura Womack, Handweavers of Bucks County

**Welcome** (Helena Valentine, President)

President Helena Valentine welcomed all, called the meeting to order at 7:05 p.m. and offered the following remarks:

It is my pleasure to welcome you all to the 2021 Reps Assembly. I'd especially like to welcome our new Reps. We're delighted to have you join us. The Board and the Conference Committee are recovering from the intense activity of the 2021 virtual event. Many of you volunteered in this effort. MAFA is a volunteer organization, and we could not accomplish the conference without our volunteers. We thank you and hope that your participation was a rewarding experience. As you will hear shortly, we have begun analyzing the survey results and are gratified by the positive response to the event.

I began my service as President in October 2019. Of course, I had no idea how the next two years would unfold either for the organization or for myself. This has been a challenging year for MAFA and for me personally. In the end, both MAFA and I have been strengthened by overcoming those challenges.

Let me extend my sincere sympathy to anyone who has experienced loss during this difficult year. I hope and pray that we will all be in a better place soon. I can report that MAFA is in a good place and I'm excited about the future we will build on the foundation we have constructed over the past two years. As we plan for the coming years, we look forward to the participation of our guilds and especially our Reps in creating that future.

Thank you again for being part of this journey.

**Minutes** (Patty Chrisman, Secretary)

**The minutes of the Reps Meeting teleconference held September 22, 2020, were approved as published upon motion by Margaret Briggs; Second by Sara Robbins. The motion carried.**

**Treasurer's Report** (Marla Campbell, Treasurer) Marla submitted the following report:

Checking:	\$86,900.70
Money Market:	\$129,662.30
PayPal:	0.00

**Total:                   \$216,563.00**

Marla noted that all conference expenses received to date have been paid and that we've received income from Cvent for registration through May, minus the 20% withholding. We will also have a few Cvent invoices for conference video overages and payment services expenses. We may not receive all our income from Cvent until August so we will not have an official report on the conference until then.

**The Treasurer's Report was approved as published upon motion by Gretchen Fancher; Second by Angela Fishman.**

[MAFA balance sheet as of July 27, 2021, appended to the minutes]

**Communications Report** (Margaret Briggs, Acting Communications Chair) Margaret submitted the following report:

The Communications Committee supports MAFA activities in many ways and its major function is to promote the conference. This was achieved in several ways:

Advertising.

- Print advertising in *Shuttle, Spindle & Dyepot, Handwoven, and SpinOff*.
- HGA (Handweavers Guild of America) comped us an additional ad in the Summer issue of *SS&D* as a Conference sponsorship.
- New this time, we placed digital ads in the form of sponsorships at Rhinebeck, Maryland and in the Ontario Handweavers & Spinners magazine.

Social Media

- A huge thank you to our Social Media committee who helped promote all aspects of the conference on Facebook, Instagram, Twitter and Ravelry. Because we have regular and engaging posts, our followers have grown tremendously.
- Through their efforts, we had a coordinated communications strategy to echo our email blasts with follow up posts across social media platforms.

Conference Graphics

- Once again, Tina Bliss of *Bliss Design*, created our conference graphics. Tina usually works as a volunteer, or for a minimal honorarium, but this year we received a breakdown of what actual graphics time and expenses would have been which is very helpful to us in looking at the actual cost of presenting the conference.
- Our graphics needs were greater than usual because of the revisions needed when we went virtual, as well as the very different structure of the conference schedule which involved extensively reworking the brochure.
- Tina was also involved for the first time in the production of the Towel Exchange eBook.
- As a result, and because our financial results allowed it, the Board approved paying Bliss Designs half of her invoice amount, or approximately \$7,000.

MAFA Website

- Pre-Conference we had some programming updates done to enhance the Class and Vendor listings by allowing more details and adding search functions. We also added the Sponsor listing.

- We now have the ability to export all our class, vendor, and sponsor information for archive purposes.
- Take a look under Fiber Resources at the Sample Database which has been updated and expanded. It now includes all the towels from the 2019 and 2021 Towel Exchanges, and this is a resource for all our member guilds to archive their sample libraries. If you are interested in more information, email Karen Miller at [samples@mafafiber.org](mailto:samples@mafafiber.org)

**2021 Conference Report** (Margaret Briggs, 2<sup>nd</sup> VP; Conference;) Margaret submitted the following report:

#### Registration

- We closed the conference with 842 registrations, including members, non-members, instructors, vendors, and sponsors. Approximately 75% of attendees were members.
- Only 40 people were Conference Pass only, which means most of the rest signed up for classes.
- Not all numbers are final since we are waiting for a final invoice and disbursement from Cvent, but we are projecting net income of approximately \$50,000. This compares well with \$50k in 2019 and \$49k in 2017 in Millersville. We expect to make a final report at the Fall Reps meeting.
- We offered 80 classes, five lectures, and the very moving Keynote address by Jane Dunnewold.
- Class access has ended, but the lectures and demos are still available through the end of the week.

#### Vendors

- We had 38 vendors, 13 of them with virtual booths. Plus, we included 25 demos and author talks on Saturday and Sunday with the Conference Pass.

#### Exhibits

- The Fashion Show and Fiber Art Exhibit and the Towel Exchange were all amazing. All three eBooks are up on the exhibits pages on the MAFA website, as well as on the new Conference Exhibit eBooks tab under Fiber Resources.

#### Events

- Trivia Night with Jen Weber was lots of fun, and the twice-a-day Yoga for Crafters was a huge hit.

#### Volunteers

- Our need for volunteers was much different this year than our in-person conferences. We did organize students as volunteer moderators for nearly all classes that requested them.

#### Surveys

- We extended the deadline to submit overall conference feedback to July 31, and Margaret will post that link in the chat. Class and lecture surveys are available on the Attendee Hub through July 31 as well. So far, feedback is overwhelmingly positive, and we'll have details about that in the next newsletter.

#### Conference Logo Shop

- We have an online shop on Redbubble for print-on-demand items with the conference and MAFA logos. The link will stay up on the MAFA website.

#### Sponsorships

- We received \$6,350.00 in sponsorships, plus an in-kind donation of an ad in *Shuttle, Spindle & Dyepot*, a workshop tuition certificate from Arrowmont, and a lot of graphics services were donated to us by Bliss Design.

**We would like to thank the following guilds for their support:**

- Harmony Weavers Guild; Fashion Show and Exhibit
- Triangle Weavers Guild; Fiber Art Exhibit
- Lancaster Spinners and Weavers Guild; Lecture Sponsor
- Westfield Weavers Guild; Lecture Sponsor
- Central Virginia Fiberarts Guild; Class Sponsor
- Jockey Hollow Weavers; Class Sponsor
- New York Guild of Handweavers; Class Sponsor

**In addition, Margaret has requested the dates June 22 – 25, 2023 for our next conference at Millersville University, Millersville, PA. These are not confirmed dates.**

**Membership Report** (Sara Robbins, Membership Chair) Sara submitted the following report:

- We currently have 54 member guilds; 224 associate members. There were people who joined as associate members even after the conference had started.
- There are two remaining Roundtable presentations for this year:
  - September 28, 2021, MAFA Grant Showcase
  - November 23, 2021, Frances Irwin Handweavers Grant Project; Linen, the Journey from Seed to Cloth

Sara reminded everyone that communication with the Reps is through the Newsletter—so be sure to post the newsletter to your guilds.

**Grants and Fellowships** (Angela Fishman, Grants Chair). Helena introduced Angela, who is transitioning now as the new Grants Chair. Angela announced a few dates to keep in mind:

- November 1, 2021, Early decision deadline for Grants application
- January 10, 2022. Regular deadline for the Grants application

Be sure to check out the website for details on applying for Grants and Fellowships.

Additionally, there are some Grants Committee members who will be transitioning off the committee. We will need volunteers to take their place. The Committee has been discussing Fellowships for 2023.

**Election** (Karen Miller, Past President) The Nominating Committee (Karen Miller and Elisa Eiger) presented the following slate of officers for the 2021-2023 term:

- President: Margaret Briggs
- 1<sup>st</sup> Vice-President/Communications: Laura Womack
- 2<sup>nd</sup> Vice-President/Conference Chair: Carol Steuer
- Treasurer: Liz Heine
- Secretary: Patty Chrisman
- Nominating Committee for 2023-2035: Karen Miller and Helena Valentine

President Helena Valentine asked for any nominations from the floor. There were none.

**A motion to accept the slate as proposed by the Nominating Committee passed unanimously.**

The following are appointed positions:

- Membership Chair: Sara Robbins
- Webmaster: Dave Banks
- Grants Chair: Angela Fishman

**New Business: Poll:** Is Your Guild Going Hybrid? Sara Robbins presented the following questions:

Considering the impact of COVID on your guild, please answer the following questions so we can share the results at the meeting. [Results of the poll included]

1. Is your guild planning to:  
Return to meeting in person           8  
Meeting only via Zoom                 4  
Using a combination of Zoom and meeting in-person options   16
2. When do you plan on meeting in person?  
We are meeting in person now       12  
We will begin meeting in person in the next few months       6  
We are waiting to see what the impact of the Delta variant is   7  
Sometime in 2022                       4

**Additional discussion:**

Margaret noted that the MAFA zoom capabilities will continue at least through the summer.

Sara mentioned that PGHW meetings will be hybrid and that workshops will be in-person—with limited numbers of attendees. Sara and Gigi Matthews have been doing research on equipment that will aid guilds that will be doing more virtually, such as cameras, microphones etc. They are gathering “lessons learned” from others that will be very helpful to the guilds. Gretchen Fancher, speaking from her experiences teaching knitting, described the difficulties in teaching to both in-person and virtual groups. Much better to do one or the other.

Margaret reminded the Reps attending about *GroupsIO* as a place to share helpful information.

**Adjourn** Upon motion by Margaret Briggs; second by Marion Flint, the meeting was adjourned at 7:55 pm.

Submitted by  
Patty Chrisman, Secretary

11:15 AM  
07/27/21  
Cash Basis

**MAFA**  
**Balance Sheet**  
As of July 27, 2021

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	<u>Jul 27, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking Bus Adv Plus	
Disaster Relief Fund	1,100.00
Checking Bus Adv Plus - Other	<u>85,800.70</u>
<b>Total Checking Bus Adv Plus</b>	86,900.70
Money Market	<u>129,662.30</u>
<b>Total Checking/Savings</b>	<u>216,563.00</u>
<b>Total Current Assets</b>	<u>216,563.00</u>
<b>TOTAL ASSETS</b>	<b><u>216,563.00</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Retained Earnings	188,912.10
Net Income	<u>27,650.90</u>
<b>Total Equity</b>	<u>216,563.00</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>216,563.00</u></b>