

Minutes (draft) Chatham Artists Guild

All Members Meeting | Sunday, January 24, 2021 | 1 -2:36 pm | Zoom

Welcome & Call to Order

Attendees were welcomed by Board member Andrew Wilson, who served as moderator of the meeting. He explained how to use Zoom for members unfamiliar with the software.

Zoom meetings are attended remotely by all participants, so in lieu of using a sign in sheet, members were asked to use Chat to confirm their presence.

Approval of Minutes

Karen Crowell asked for any changes needed in the minutes from the most recent All Members Meeting held October 28, 2020 and there were none. Lani moved and Carolyn seconded, and CAG members voted to approve the October meeting minutes as submitted.

Officer Reports

President's Annual Report

Lani Chaves shared a report she and Cat Mahin, as Co-Presidents, prepared summarizing briefly the Guild's key accomplishments of the past year in spite of the challenge of coping with the COVID-19 pandemic. Lani thanked Cat and Jim Aiken who, along with Lani, have completed their service to the Guild as Officers and Board Members.

Treasurer's Annual Report

Barry Udis shared a report that compared the Proposed Budget figures with Actual Income and Expenses for the year 2020. Actual income (\$18,872.00) exceeded what was budgeted (\$14,520.00) due in part to Jim Aiken's success obtaining grants for the Guild. Actual expenses (\$18,1801.33) were less than what was budgeted (\$29,000) but a number of outstanding bills related to the Studio Tour that were paid in 2021 accounted for most of the difference.

Nominating Report

Jim Aiken, as Chair of the Nominating Committee, presented the slate of candidates, asking them to introduce themselves:

President – **Gina Harrison**

Vice President – **Vince Pitelka**

Treasurer – **Barry Udis**

A motion was made and seconded for each candidate, then members voted to approve the new Officers.

New Board Members

Members who have agreed to serve as new Board Members introduced themselves.

Marsha Kitkowski

Carolyn Rhinebarger

Amy Wandless

A motion was made, seconded and then Guild members voted to approve appointment of the new Board Members.

Minnie Gallman volunteered to serve on the Board, too, and was also approved as a new Board Member by members of the Guild

Committee Reports

Membership

Seven members have renewed their membership and eight new member applications have been submitted so far this year. Carolyn noted that PR is promoting the membership drive and she asked each member attending the meeting today to contact at least one new artist who might be willing to apply before the deadline of mid-February. See the recruitment posters sent with the Agenda prior to today's meeting.

Jury

Only two or three members have offered to serve on the jury committee, but about eight are usually needed, including Andrew who prepares the slides of artwork. Several attendees volunteered and were asked to contact Gina by email or sign up using the Zoom chat feature. The process will probably have to be conducted virtually this year.

Web Site

Features of the Virtual Tour will be available to all members this year. Vince reported that Chris is migrating all images that were on the Virtual Tour to the artists' pages on the web site. Vince will resend instructions for uploading the videos. A .pdf of the 2020 CAG brochure is still located on the website and is available to anyone who wants to view it or download it for sharing with others.

PR

Carolyn reported on PR's success doubling the extent of CAG's "reach,, out to the community and beyond, compared to 2019. The new web site created a landing place for all contacts, with direct access to the Studio Tour receiving the most hits.

Survey results received from participants on the Tour (limited in number, therefore not considered representative) indicated that the estimated number of visitors ranged from "worst year ever,, to more than usual; sales were offset by personal expense; visitors were informed about the tour from the CAG Brochure primarily or social media. Carolyn asked members to let her know if any others mentioned by visitors.

Feedback on satisfaction with the insert in the Chatham Magazine, with the Virtual Tour, with social media and with UNC radio promotions is necessary in order for PR to assess the most effective way to allocate funds in the future.

Carolyn calculated that CAG needs at least 34 members to pay the \$200 fee for the Studio Tour when they renew their membership for 2021 if CAG is to cover the estimated expenses. Most attendees at the meeting indicated they will participate in the Studio.

Mentor

Gina asked for ideas on what new members need in the way of mentorship. CAG is seeking more mentors and more materials to provide to new members, with plans to reach out to them early on so they can benefit from being members throughout the year.

Fundraising

Jim reported that CAG was awarded a Grassroots Grant from Chatham Arts Council in October for \$1,202, two-thirds of our requested amount, but more than last year. Another grant, announced late in the year, from NC CARES state-wide funding for the arts, was awarded to CAG for \$2,400. Jim will handle the reporting for the grant even though he will no longer be an active Board member in 2021.

Education

CAG contributed \$400 to Chatham County Schools Arts program in support of the annual Student Show which was held online by schools that were able to participate this year due to the pandemic. Plans are to do more this year in furthering the education of Guild members, too, offering workshops using Zoom sessions or brief presentations during CAG's Happy Hour each Friday to help develop digital media awareness and skills.

Exhibits

Only one exhibit was held in 2021, an invitational event at the Campbell House in Southern Pines in September. There was no CAG Annual Reception and Exhibit of artwork on the Studio Tour due to public health limits on the number of people allowed to attend both outdoor and indoor events. It is anticipated that there will be more opportunities for participating in a variety of exhibits, student shows, education, etc. this year.

Brochure

Rather than rely on printing, mailing and distributing CAG Studio Tour brochures as usual, CAG began paying Chatham Magazine in 2019 to include a copy of the CAG brochure as an insert in their October issue. Circulation of the CM had the potential for significantly boosting CAG's ability to promote the Tour. It also significantly reduced the number of copies printed and distributed locally by CAG's Brochure Distribution Committee both in 2019 and 2020.

A lengthy discussion was held about the need for a printed brochure with ads. Not all members considered the insert in the Chatham Magazine as meeting their needs for promoting their work. Some argued that it didn't give CAG the option of including ads which used to cover the cost of printing and mailing the brochure in the past. Several members referred to a vote taken by members at a previous All Members Meeting that committed CAG to including ads in the brochure.

The option of printing one version with ads and one without ads inserted in CM was thought to be more than what CAG could afford. Selling ads to go on CAG's website would be another option, but Diane Swan questioned how the fee structure would work. Carolyn explained that sponsorships on the web site might be an alternative and they will meet to discuss it further.

Gina brought up the idea of sponsorships CAG might offer to businesses or organizations who have bought ads in the Studio Tour brochure in the past. Gina suggested CAG could designate different categories to sponsor, e.g. exhibits or receptions or entertainment scheduled as part of the Tour that would enable more targeted promotion by galleries or restaurants, for example.

Brochure Distribution

Jeff Clark reported that several locations that had been important sites for distributing the brochures were unavailable this year due to the pandemic. Chatham County Library is still closed and the new Visitor's Center in downtown Pittsboro was only open occasionally so they could not be depended on as a distribution site.

Signs

Michael Blotzer was unable to attend the meeting to report on signs, but a question was raised about whether we'll be able to continue to use the billboard where CAG usually advertises the Tour on 15/50. It is hard to tell how much PR value the billboard had, so it is unclear if we'll want to pursue finding another location.

New Business

Gina talked about creating a CAG Calendar of Events on the new web site that would help promote CAG's own events as well as others that support the arts locally or online. For example, an Arts Day Conference will be held online in March by ArtsNC.org, North Carolina's statewide advocacy organization for the arts. Another event is [Artists Sunday](#), a nationwide art shopping event held each year in late November to encourage consumers to buy from local artists.

The All Members Meeting adjourned at 2:36 pm. Board Members will meet via Zoom on Wednesday the 24th of January. The next All Members Meeting will be held sometime in April.