

Participants included: Michael Blotzer, Karen Crowell, Minnie Gallman, Gina Harrison, Lee Kazanas, Marsha Kitkowski, Vince Pitelka, Carolyn Rhinebarger, Barry Udis, Amy Wandless, Karen West and Andrew Wilson. Absent: Heather Washburn

A video recording of the Zoom meeting was transcribed by Karen Crowell to produce the minutes.

Welcome & Call to Order – Gina Harrison

Approval of Minutes

Michael moved, Amy seconded and Board members approved the minutes from the December 30, 2020 Meeting as submitted.

Lani Chaves (Zoom administrator) and board members discussed what software we'll be using to conduct our meetings when our current Zoom license, still in her name, expires in April.

Officer Reports

Presidents Report – Gina Harrison

Gina asked members to keep in mind the Purpose and Mission of CAG's Bylaws as we discuss Committees and New Business. New members should think about areas in which they might want to participate.

Treasurer's Report – Barry Udis

The beginning balance in the checking account was \$25,575.25. Expenses totaled \$8,937.79 most of which were for PR for the Studio Tour in December. \$400 went to Chatham County Schools in support of an online version of their annual Art Show. A total of \$2,108.00 was deposited from membership renewals (7) and jury fees (8) paid via Paypal. The balance in the checking account for the end of January is \$13,745.74, and the reserve fund is \$10,000.44.

Committee Reports/Discussion

In February we'll know what preferences renewing CAG members have so we can assign working members to committees and begin putting them to work. Then their Reports will appear in the agenda for each Board meeting and discussed after the Officer Reports.

New Business

Budget

A copy of the worksheet for CAG's 2021 Budget was distributed in the packet of materials for the Board. Gina noted that in the future we will try to align the Treasurer's Reports to match the line items in the Budget to allow us to track our spending during the year.

Gina introduced a **2021 Proposed Structure for CAG** that incorporates committees required in our Bylaws with existing committees in a way that will keep committees productive throughout the year. This will influence how we handle member signups, board meetings, ongoing work scope, budget organization and G-Suite structure.

- Operations – Andrew (with Karen C.) can provide shared access to members based on their assigned tasks and the materials they will need to use in their committees as well as other projects.

- Nominations and Jury will fall under Membership.
- Finance – Barry (with Andrew, Vince and Carolyn)
- PR – Carolyn (and Brochure Design team led by Vince)
- Website – Vince (with Michael, Andrew and Lani)
- Ad Sales and Sponsorships will fall under Fundraising.
- Education – Louise Hobbs
- Exhibitions – (with Receptions)
- Signs and Distribution (with Michael and Jeff Clark) will fall under Tour.

Setting up the G-Suite will be a **priority**. Any and Karen C. agreed to tackle the job of **cleaning up and reorganizing** files on the **old Google drive before Andrew moves any of them**.

Seven members have **renewed** so far and 8 new members have **applied** and paid jury fees. Carolyn will work on reminders to renew. A **roster** of members will need to be created at the **end of the membership drive**.

Gina is compiling a list of members who volunteered to be on the **jury** and she has made minor changes to the format of existing **scoring sheets** and **jury instructions**. Questions were raised about **time of year** when the jury takes place. More discussion is needed. Vince agreed to lead the jury and Andrew will continue in his role as “slide master”. It will probably take place virtually this year.

Some Board members reported that, after being accepted as **new members**, they did not get any **orientation**. Contact information in **new member packets** had not been updated and weren’t distributed until late in the year. Last year the All Members Meeting in April, when they normally would be introduced, had to be canceled due to COVID-19 and there was no designated **Membership Committee**. When members have been assigned to that committee, they will take a more active role in **orienting** new members. **PR** will also publish a **newsletter just for members** each month to improve communication.

Vince noted all images that were on the Virtual Tour are being migrated to the artists’ pages on the **web site**. Need to consider **changing the fee structure** to reflect additional benefits the Virtual Tour provided to Studio Tour artists now that all members will be participating in it. Also need **updated version of instructions** for uploading videos and an **updated list of board members** including titles for community volunteers (Karen C. and Heather).

Carolyn said **PR needs more support** from the Membership Committee to target a more diverse membership while **recruiting** for new members. PR members burned out from promoting the Tour are not ready to mount another campaign so soon. Timing is too short with the **membership drive ending in mid- February**. The Board discussed ways to start the process earlier than December. PR also needs help with **social media**. Might try to convince Lani to continue posting on **Facebook** for CAG.

Not all members consider the insert in the Chatham Magazine as meeting their needs for promoting their work. It also doesn’t give us the option of including ads which used to, but probably don’t now, cover the cost of the brochure. Carolyn agreed to investigate the cost of doing a **direct mailing of this year’s brochure** for the benefit of members who use their own mailing lists to distribute them. Board members discussed a **variety of other options** including a simple trifold, postcards, linking to a .pdf on the web site, and selling ads or sponsorships. Carolyn also reminded Board members that a **minimum of 34 members need to sign up to be on the Tour** in order for CAG to be able to afford to promote it.

A question was raised about **refunding members** who **paid a fee to be on the Studio Tour last year** and **ended up opting out**. Eleven members were **listed in the brochure** as “Not on the

Tour". Some chose not to be on the Tour when they renewed their memberships last year, so they didn't pay the \$200 fee. But others paid the fee and then dropped out while the brochure was still in the design phase, so their names were put on the list. Barry can determine who ended up on the list even though they paid for the Tour, and they can be offered a refund.

Gina discussed ideas for other committee work that new Board members might have an interest in doing. **Education** is a high priority for CAG and we need to do more, including **professional development**. Plenty of opportunities exist to explore. Members on the **Exhibitions Committee** can also explore a variety of virtual ways to remain active throughout the year. Examples include participating in the Celebration of **Chatham County's 250th Anniversary** or exhibiting during the **Triangle's Parade of Homes**, or in the new hotel being built in **Chatham Park's Mosaic** development. Students could also get involved in learning how to curate an exhibit.

Karen W. indicated she would like to be on the Membership Committee and **Marsha**, who has experience with juries, said she would also like to help with outreach to new members. **Minnie** would like to continue working with Vince on Brochure Design, and **Amy** is working with Andrew and Karen C. on Operations.

Board members debated whether or not to **delay the membership drive deadline** beyond the 14th of February. Andrew agreed it wouldn't interfere with preparing for the jury since he already has eight new applicants to work with. Vince made a motion to **change the deadline to March 1st**, Michael seconded it and all Board members voted in favor of the motion.

Some Committees (PR, Web Site) already have members staying on from last year, so Gina asked Chairs to "meet" with them before the next Board meeting. All agreed to keeping the last Wednesday each month as the date for future Board meetings, and Gina suggested starting a little earlier. So **the next Board Meeting will be Wednesday, February 24th at 3:30 pm.**

Michael moved to adjourn the meeting and Carolyn seconded. All members voted in favor and the meeting adjourned at 6:17 pm.