

Minutes

Chatham Artists Guild

February Board Mtg | Wednesday, February 24, 2021 | 3:30–6:00 PM | Zoom

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

An audio recording of the Zoom Meeting was transcribed by Karen Crowell to produce the minutes.

Welcome & Call to Order- Gina Harrison

Approval of Minutes – Karen Crowell

A typo was identified. Carolyn moved and Vince seconded and Board member approved the minutes from the January 27, 2021 Meeting as corrected.

Officer Reports

Treasurer's Report – Barry Udis

At the end of January, the checking account balance was \$13,518.76. One check for \$40.00 was issued, and most of the rest of the transactions were transfers from PayPal for memberships paid online. CAG also received a \$50 donation and an acknowledgement letter will be sent for IRS purposes. The total amount of deposits and transfers was \$6,665.76, and the balance in the checking account as of the 21st of February was \$20,144.52. A motion was made by Minnie and seconded by Vince and members approved the report.

Committee Reports/Discussion

Operations – Andrew Wilson (absent)

Newsletter Signup Analysis - Amy Wandless

Amy collected sign up sheets from artists on the studio tour and provided a fascinating analysis of the data derived from them. Not all artists turned in sign up sheets and not all visitors signed them, so the data is not representative. Of those who did, though, we were able to add 235 new email addresses to our mailing list. Amy also noted that fewer shoppers visited multiple studios than past years, with over 70% visiting just one artist's studio, 18% visiting two studios, 6% visiting 3 studios, and only 4% visited 4 or 5 artist's studios. Amy attributed the focused shopping to pandemic-related concern, with less general touring around for enjoyment. Board members discussed a number of ways to apply what Amy's analysis revealed about visitors on the Studio Tour. More sign in sheets means more data to analyze - making the results all the more meaningful!

Membership – Karen West/Marsha Kitkowski

Documents from the Google drive were reviewed to identify what information might be relevant for new members. Most needed updating and not all documents could be completed until the end of the membership drive and after committees were assigned. Gina compiled all the updated information to create an Orientation Packet with a table of contents (attached to the Agenda). Gina has also created a calendar for the Board to use for meetings and reminders. A contact list was started for individuals who have specific knowledge that might not be readily available. While intended for new members, it will be very helpful to all members who have an active role in the organization.

Jury - Vince

Andrew has assembled all the information to be evaluated for each applicant (13 total) and Vince has scheduled a meeting a week from Saturday for the jurors to review them and fill out the jury

evaluation forms. Vince, as Jury Master, will collect the forms and tabulate the results. Up until the results are tabulated, all members of the jury, including the Jury Master, are blinded to the identity of the applicants. So, the results will be sent to Andrew who will then match them up with the appropriate applicants.

Website – Vince

Vince asked if he should have Chris indicate that the application period for new members had ended. This provoked a lengthy discussion about keeping the application period open all year or limited to a specific time period. Different suggestions about when to start and/or end the whole process of recruiting, jurying handling fees, etc. were met with obstacles. The discussion broadened to examine the rest of the calendar year until it became obvious that the Board would have to table any decisions until further discussion was possible. In the meantime, Vince will have a notice posted on the web site stating that applications for 2021 were closed, thanking all those who applied, and that information about applying for 2022 will be available later this year.

PR – Carolyn

Carolyn researched questions from Amy about how people find our web site. Google analytics was not helpful but she was able to determine where users went once they landed on our web site. That's heavily influenced by social media posts and events and other items that PR promotes, both to the public and within the organization. Vince will ask Chris what he knows. It might be worth budgeting for consulting people who do search optimization.

Brochure -Vince

Gina asked when work on the brochure begins. Minnie noted that, without ads, it doesn't need to start until later in the year, probably July. Gina said we will probably not be doing ads this year either.

Education – Gina

Gina has no news from the Education Committee yet – hoping to get more members. In the meantime there are lots of workshops and similar events online that we can post on member news.

Fundraising - Gina

Carolyn, Diane Swan, Minnie and Gina are meeting later this week to develop a strategy for using sponsorships this year instead of ads. They will be looking at other Guilds to see what how they are using them. Gina believes they can be more effective than the ads in the brochure that only receive attention around the time of the Studio Tour. We can offer them on our newsletters and on our web site, for example, for more timely placements.

Exhibitions - Lee (absent)

Spring Art Market – Heather

Heather provided a handout and explained her plan for holding an art market on her property in April (24th – 25th). She invited the Board to consider helping her recruit vendors and volunteers using Carolyn's PR help on social media. Her idea is to start small and keep it simple with just ten art vendors and two art activities (clay? painting?). Then, if all goes well, she hopes to continue holding it on an annual basis. CAG can benefit by having a booth at the event to promote the Guild, and, also, by giving members an opportunity to participate in a spring event and not just focus on our annual Studio Tour in December. Carolyn agreed she could help promote the event on social media at the direction of the Exhibition Committee, and Gina also agreed to recruit using member news. Heather would like confirmation by March 15th.

Distribution -Gina

Signage – Michael

Michael indicated that there might be some ladder wire for the signs that will need to be replaced and Gina will add to the projected budget. Cruizers, the business that CAG pays to their billboard on 15/501 for the Studio Tour ad each year, was sold recently, so we can't be sure we'll still be able to use it this year.

Unfinished Business

Conflict of Interest Forms – Gina

Gina has attached a Conflict of Interest form to the Agenda. It will need to be signed by each Board member (online, if possible) and returned to Gina who will then send them to Andrew to be filed in the Admin file on the Google drive.

New Business

Review/Approve Budget

Gina shared a spreadsheet of the projected budget for 2021 with separate sheets for income, expenses and a summary. Discussion followed on how to deal with the projected deficit resulting from a significant carry over of last year's expenses that did not get paid until January. Gina stressed the need to start next year off with as little carry over as possible. Suggestions on how else expenses might be reduced were not acted on and the subject was tabled for further discussion.

A decision on switching from **Zoom to Google Meet was postponed** until Andrew could weigh in on the subject. Gina asked Michael to review the **Tour Refund Policy** after members were given the option to delay paying Tour fees this year in order to determine to what extent the pandemic might impact it this year. Gina is working on populating a **Guild calendar** for members to use for notifications of meetings and reminders of due dates, etc.

The meeting adjourned at 600 pm. The next Board Meeting will be held March 31st at 3:30 pm.