



Minutes (Draft)

Chatham Artists Guild

All-Member Meeting | April 18, 2021 | 2-4PM | Video Conference

31 Guild members signed in (via chat) to participate in the Meeting, including several past and current Board Members and 9 new members. A videorecording of the meeting was transcribed by Karen Crowell to produce the minutes.

Welcome & Call to Order – Carolyn Rhinebarger

Approval of Minutes – Karen Crowell

Karen summarized the minutes from the last All Members Meeting in January for the benefit of new members. A word was left out and corrected by Karen. Vince moved, Cat seconded, and members approved the minutes as amended

President's Report – Gina Harrison

Gina noted that several reviews and updates were made to existing procedures and documents which will be shared in Committee Reports. The Exhibitions Committee has been tasked with creating an inventory of potential sites for exhibits and other events held by the Guild. Gina urged members to use tags in posts they make on social media to extend CAG's presence online, and she also urged members to provide portraits of themselves that can be used by PR for promoting them and their work. Sponsorships are being considered to raise money from supporters and increase their presence on our website throughout the year.

Treasurer's Report – Barry Udis

Barry reported balances in the checking and money market accounts for the months of January through April. He also included total income and expenses for each month. In January the starting balance for the year was \$20,575 (checking) and \$10,000 (money market) In April the starting balance was \$23,297 (checking) and \$10,000 (money market), It was noted that expenses in January included about \$9,000 for bills related to the Studio Tour and should have been paid and recorded as part of last year's budget. This will not happen in the future.

Committee Reports

Jury – Vince Pitelka

Vince reported that this year the jury was conducted online for the first time, due to the pandemic, and went well. He introduced the new members, most of whom attended today's meeting. Vince also announced that Board members have agreed to change the months of the membership drive from the beginning of each year to September 1st through October 31st. It will provide new members with a full year of participating in Guild activities, give them a presence on CAG's web site and allow them to attend this year's Studio Tour.

Membership – Karen West

Karen West reported on an updated Orientation Guide for new members that is located on the CAG web site under the Members tab where other Member Resources can also be found.

Mentor – Vidabeth Bensen

Vidabeth also welcomed new members and will notify them when she plans to meet with them (via Zoom?). Committee members also plan to visit new members in their studios to provide tips for those who will be participating in the Studio Tour.

Website – Vince Pitelka

Vince reported on the huge changes made to CAG's website with the help of Chris Luis-Beers of Tomatillo Design who continues to work with the Website Committee to optimize the site, what Vince considers a "work in progress." The Virtual Tour helped artists on the Studio Tour create videos that added a new virtual opportunity to meet them, tour their studios and display their work. This year CAG is extending the benefits of the Virtual Tour to all members of the Guild and is increasing the number of images in each artist's gallery from 8 to 25.

PR -Carolyn Rhinebarger

Carolyn provided a detailed report of the committee's accomplishments including stats that help measure the impact of PR, making extensive use of social media to promote CAG and our members, in particular. Carolyn thanked Kathy Flood for her help posting and Amy Wandless for adding 200 new subscribers to CAG's publicly directed newsletter. PR also launched a new newsletter just for members to share news and upcoming opportunities to exhibit, learn, connect or contribute to and participate in Guild activities. Carolyn also thanked Lani for her help with making updates to the website as its focus shifted from the Studio Tour to other CAG priorities.

Fundraising – Diane Swan

Diane talked about the new sponsorship program that CAG has developed to raise money. She described the four levels of sponsorship: platinum, gold, silver and bronze. Diane also pointed out the numerous advantages to becoming a sponsor. Ads for sponsors will appear on CAG's website as soon as they become sponsors and lists of CAG sponsors will also appear year-round in CAG's bi-monthly newsletter, social media posts, the Studio Tour Brochure, and during CAG public events.

Education – Jane Eckenrode (for Louise Hobbs)

Jane Eckenrode described what she and Ric are developing as members of the Education Committee to teach nature journaling, whether it be via Zoom or in pdf format online. She is also talking to educators and parents at home with whom she can do beta-testing. Jane also suggested adding a page for educational materials and events on CAG's website.

Exhibitions – Shannon Bueker, Martha Danek

Shannon presented five of the spaces under consideration for a Studio Tour Exhibit, several used by CAG in the past, e.g., the CCCC Multipurpose Room, Carrboro's Arts Center, and Chatham Mill. These can all accommodate large crowds which is a plus for maintaining social distancing during the pandemic. Smaller spaces, like Chatham Arts Center or the new Welcome Center are good alternative sites that could host a Pop-Up Shop but would be limited in the size and number of pieces of art that could be displayed. Cat Mahin and Carol Hewitt were both in favor of the Chatham Mill and catering might be available from Greg, owner of the new restaurant going in, but the cost, availability, and parking were all problems in the past. The Ag Center is also too expensive, and it has no hanging system, but being able to bring in food trucks outside was a plus. Bronwyn noted that food trucks usually require booking months in advance.

Receptions – Bronwyn Watson

The Reception for the Studio Tour has always been held on the Friday night before the first day of the

Tour. Instead, Gina urged members to consider holding it on the afternoon of the 28th of November, the Sunday before the Tour begins. It is also the Sunday after Thanksgiving, but It coincides with the date of Artists Sunday, which is a national art shopping event and CAG would benefit from the promotion we would get as a non-profit organization. It was agreed that CAG members should be polled ASAP to see if they would be willing to hold it on Sunday afternoon, November 28th so Bronwyn and her committee can begin planning the reception.

Distribution (no report)

Signs – Michael Blotzer

Michael reminded everyone CAG still has sandwich boards for long-time Brochure advertisers to place at their locations before and during the Tour. He wondered if we could use them for sponsors this year. All Member Meetings were previously when distribution took place for the red numbered triangle Tour signs that artists use to direct visitors to their studios. Last year they were distributed from the Lowes's Hardware store parking lot instead because the All Member Meetings were not held in person, which might be the case this year, too. Michael also noted that we no longer have the option of using the billboard we used to rent from Cuizers; they were bought out by a South Carolina company. We still have two banners, though. Michael let committee members know that he will contact them in the early Fall for their first meeting.

Organization (no report)

Unfinished Business (no report)

New Business

Heather Washburn announced plans to hold an outdoor artist event, **Calico Makers Market**, at her home on Smith Level Road on the weekend of April 24-25. There will be booths for 15 artists including several CAG artists selling their work, and two participatory art activities for children hosted by CAG, plus live music. The event will require masks and other precautions taken by attendees. Heather is looking for volunteers from CAG to assist with greeting attendees, art activities and more. A rain date is scheduled the following weekend if necessary.

Schedule next All Members Meeting – The All Members Meeting in the Fall is usually held in October. Gina checked the calendar, and it was decided to hold it on **Sunday, October 17th from 2 to 4:00pm.**

Adjournment

The meeting was adjourned at 3:36 pm.