

Participants included: Karen Crowell, Minnie Gallman, Gina Harrison, Louise Hobbs, Marsha Kitowski, Vince Pitelka, Carolyn Rhinebarger, Barry Udis and Heather Washburn.

Absent: Michael Blotz, Lee Kazanas, Amy Wandless and Andrew Wilson.

A videorecording of the Zoom Meeting was transcribed by Karen Crowell to produce the minutes.

Welcome & Call to Order – Gina Harrison

Approval of Minutes - Karen Crowell

Vince moved, Marsha seconded and members approved the minutes as submitted.

Treasurer's Report – Barry Udis

Two reports were reviewed – Barry's traditional report of the bank account transactions and a new Quick Books report that includes budgeted and actual data and in which expenses are categorized based on the budget. Barry's report is always off because it is split between the end of the previous month (after the Board Meeting) and the following month. It was agreed that changing the time the Board meets to the beginning of each month might solve that problem. Carolyn preferred the Quick Books version but asked that YTD data be included as well. Amalia, who is doing the Quick Books training, will work with Barry and Gina to revise the way data is presented to the Board in the future.

Committee Reports/Discussion

Education – Louise

Gina met with Sharon Allen who is the Arts Supervisor for Chatham Schools (18 total) about what the needs of art educators and how CAG can assist. Sharon expressed a need for learning new media skills that CAG could teach both as classes to teachers after school, or at CAG artists' studios. Sharon also suggested, as an alternative to a Student Show during the CAG tour, that teachers contact local businesses about displaying student work in the windows of their stores/offices. Louise will contact Sharon to discuss these in more detail.

Other activities being pursued by the committee are nature journaling and participation in Heather's Makers Market in October. Louise will investigate what other guilds offer in the way of membership categories that would target educators and students. Gina also noted that Committee member Callie Curtis has offered to be a scholarship reviewer for the Arts Ed Foundation.

Exhibitions - Gina

Gina reported that Exhibitions Co-Chairs Shannon Bueker and Martha Danek would prefer not to be involved in creating an exhibit space at the Pittsboro Welcome Center. VidaBeth Benson would be a good choice since she's already been involved with the project along with Heather, and Carolyn expressed her willingness to participate. In the meantime Shannon notified CAG members that Bill Moore has confirmed that the Arts Center in Carrboro has agreed to once again host CAG's preview exhibit of Studio Tour artists during the month of November. The Arts Center shows are usually themed, so they will notify us when they have decided on this year's theme.

Gina reported results of a survey of CAG members about when to hold the Reception for the Studio Tour. Most referred Sunday afternoon (Thanksgiving weekend). If we held a Pop Up Shop, most people weren't likely to volunteer to work at the Shop, but there were some who replied "yes" and even more replied "maybe". An ideal location for the Shop is the Welcome Center and it could stay up during the tour as a "hub" for people who want to preview some of the work on the Tour or get advice on where to go. Artists not on the Tour will also be allowed to contribute merchandise to the Shop which might be an incentive to volunteer to work there.

Fundraising – Gina

CAG has already received requests from businesses and individuals to purchase sponsorships, for a total of \$1,850. Carolyn is waiting for an update from Diane to hear more but Vince is working on uploading the "business card" sized images to CAG's website.

Website – Vince

Thanks to a little detective work and perseverance, Vince was finally able to reach Scott Everly who hosts CAG's domain. It was due for renewal and would have lapsed had we not been able to reach Scott. Now ownership of the domain has been transferred and documented for future reference.

PR – Carolyn

Carolyn has completed her review of the branding document that will serve as a guide to CAG members who use CAG's logos, letterhead, colors and other elements of design, so they will be consistent in representing CAG in public communications. Carolyn noted that we will need to begin thanking sponsors on social media and sending thank you letters to them, but she needs to coordinate with Diane first.

Brochure – Vince

Vince thanked both Carolyn and Minnie for their suggestions, but has not heard from other members of the Committee. He noted that this year the brochure will no longer be a directory of all CAG members, because that information is already on the web site. The focus will be exclusively on those artists who paid to participate in the Tour – 56 total. This will require adding four pages which will be

more expensive, and Carolyn is working on getting a quote. The already anticipated increase in printing costs may limit how much PR can pay this year for promoting the tour.

Vince expressed his concern about requiring artists to submit a square image of their art, and he finds alterations in the background to accommodate them distracting. Carolyn noted that consistency is important, though, and Gina noted that sometimes a work can be cropped by the artist to make it square. They will ask Lesley if she has any preferences and what she can recommend. There is still plenty of time for artists to submit their work if we keep the same deadline – end of July – as last year. Gina wants to be able to establish a timeline at our next board meeting.

Membership – Marsha

Marsha reported that she has been working on Gina's request to survey former members about why they have not renewed, and she is also going to work with Louise on coming up with new categories of membership for educators, etc. She has not heard from anyone who wants to share a studio during the Tour, but artists might be making those arrangements among themselves. Gina asked her to reach out to Forrest and Vidabeth to find out what progress they're making with interviewing new members. It might be an opportunity to field questions from those new members who plan to be on the Tour.

Welcome Center Display System

Gina shared recommendations that the Exhibits Committee made about what CAG should contribute to the cost of installing a display system for art hung on the walls of the Welcome Center. The Board needs to decide what we will commit to financially and specifically how CAG will benefit in terms of exhibit times, etc. Vince moved that we allocate \$250 for the Welcome Center. The motion was seconded by Carolyn and unanimously approved by Board members. Heather joined the meeting in time to follow up with her recommendations for the materials and labor required to do the installation, information she had already shared by email with others involved in the project.

Exhibit Space for Studio Tour Show

Gina reiterated the importance of having a Reception for the Tour and Exhibit space in Chatham County this year. She reported on a visit she made to the Kiwanis Club in downtown Pittsboro and how impressed she was with its suitability for a CAG show. She shared the information that she obtained with the Exhibits Committee. Board members were impressed by the description and photos of the Club and look forward to hearing back from the Exhibits Committee. Gina noted that Martha is investigating the possibility of exhibiting at the Fairgrounds, but the Kiwanis Club seems like it would be a better location, particularly with regards to parking.

Commission Policy Documentation

Gina is working on drafting a statement on CAG's policy regarding commissions paid by artists whose work is sold at an event held by CAG (Tour Exhibit Show, Pop Up Shop, etc.). There is nothing

currently in writing to inform members of this policy, and Gina plans to share it on the Members Newsletter and add it to the Members Resources section of the CAG web site.

Grant Applications and Reports

Leslie Palmer and Jim Aiken are working on applications for grants that will need to be submitted shortly. Jim is assisting in drafting the report on last years Grassroots Grant which CAG was awarded. He agreed to do this at the end of his term even though he is no longer serving on the Board. Minnie shared what she knew about the Galloway Ridge grant application and what the reviewers will be looking for.

Makers Market

Heather shared details about the second market she is hosting this year on October 2nd and 3rd. She will be sending out a Call for Artists with a deadline for paying fees in July. CAG will have a table for distributing information about the Guild, and there will be a CAG sponsored Actiity Tent.

The meeting adjourned at 4:55 pm. ****There will be no meeting in June**, as agreed upon earlier; the Board will meet in early July instead, on Tuesday the 6th at 3:00 pm.