

Minutes

Chatham Artists Guild Board Meeting Special Topic: Brochure

June 14, 2021
3:00 – 4:00 PM

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

Discussion

Gina reviewed the PR budget for 2021, explaining that the \$7500 earmarked for the brochure was based on printing another 8 page piece as in 2020, but with a 5% increase over last year. Chris Elkins of Chatham Magazine informed Carolyn in January to expect the increase due to increased prices of paper and continued supply chain issues related to Covid 19.

Of the remaining items in the PR budget, only \$738 had been spent on a print ad in the 250th Anniversary issue of Chatham Magazine for the new member drive in early spring. The rest of the budget is earmarked for social media and digital advertising of the tour. PR is on track with the budget if the Brochure Committee selects an 8 page brochure as budgeted.

However, CAG has 14 additional artists participating in the tour this year, a fact not known at the time budgets were created since the member drive had not begun. Gina showed a sample page from a past brochure to demonstrate what 10 artists per page looked like. To accommodate the increased number this year, she then showed a sample page of 12 artists per page, demonstrating the reduction in font and image size.

Gina informed participants that the price to print and insert a 12 page brochure, which better accommodates the large number of artists, has been estimated at \$10,000 by Chatham magazine. The price they provided Carolyn was the same for a 12 page and a 16 page brochure. Gina suggested that CAG could use the \$1350 earmarked for radio ads to fund the increased costs of the brochure as well as tap into the digital and social media advertising budgets if necessary. She also pointed out that these measures may only be necessary if we do not receive higher amounts in grant funds than the budget called for and if we increase the number of paid sponsorships.

Originally in the budget, only \$1000 was slotted to be received from the Grassroots Grant application and \$250 from the Galloway Ridge grant application. However, Jim Aiken requested \$4000 in the Grassroots application after being informed that brochure costs were expected to increase significantly. Gina expects the application for the Galloway Ridge grant will request more funding as well.

There was brief discussion of the need for the map in the brochure and feedback received last year that it needed to be larger. Brochure designer Lesley Landis had suggested the use of a QR code instead of the map. It was agreed that the map is a must for inclusion in the brochure.

Carolyn explained the page size and number of press passes needed for printing. Last year's 8 page brochure fit on one sheet of paper, requiring only one press pass. Increasing the size entails adding another sheet of paper and a second press pass. It doesn't matter if the brochure has 12 or 16 pages, the price is the same. The printer is unable to print a brochure with a fold out page, as was suggested by Gina. All agreed that 16 pages was the optimal choice and would allow larger space for each artist on the tour.

Vince asked if the board considered the brochure the most important line item in the budget to promote the tour. All agreed it was the chief tool to attract participants and help them find the studios. Andrew pointed out that information from past sign-in sheets indicated the brochure is how tour attendees found out about and navigated the tour, leading him to conclude it was the most important spend in the PR budget and that we should increase the brochure budget to accommodate increased costs.

Heather mentioned the use of targeting in social media advertising of the tour and Carolyn explained that targeting using gender, age, and location were used in last year's social media boosts and ads.

Carolyn made a motion to approve the change to the budget for the brochure from \$7500 to \$10,000. Vince seconded and the vote for approval was unanimous.

The meeting adjourned at 4:00 PM.