

Participants included: Karen Crowell, Minnie Gallman, Gina Harrison, Carolyn Rhinebarger, Barry Udis, Amy Wandless, Heather Washburn and Karen West.

Absent: Michael Blotz, Lee Kazanas, Marsha Kitowski, Vince Pitelka and Andrew Wilson.

Welcome & Call to Order

Approval of Minutes

Minutes of May Board Meeting were amended to correct a misspelled name. Amy made the motion, Minnie seconded, and all board members approved the amended minutes unanimously.

Minutes for a separate Special Board Meeting held June 14th were shared and Carolyn made the motion, Barry seconded and board members approved the minutes of

President Report

Gina shared news of a plan for building a Hampton Inn in Chatham Park, and there may be an opportunity for traveling art exhibits, art for sale or featured by interior decorators.

Treasurer's Report

Barry indicated that the previous balance for the bank accounts were \$27,645.70 and \$10,000.76. Most of the PayPal transactions were payments for sponsorships, and expenses included membership in Arts NC and our monthly Zoom fee. Diane Swan's spreadsheet for sponsorships showed a running total of \$423.95. The ending balances of CAG's bank accounts were \$30,711.35 and \$10,000.80. Minnie made a motion, Carolyn seconded and all board members approved the Treasurer's Report.

Carolyn noted that one member signed up to be on the tour after the deadline, and it would help to have a way to make sure links are deactivated when deadlines occur for online interactions.

Committee Reports/Discussion

Education (Gina for Louise)

Discussion about professional development for educators will be postponed until the Arts Coordinator for the Chatham schools returns in August. CAG will participate in the Maker's Market in October and Carolyn is waiting to get the invoice from Heather for a booth. Louise reminded Gina that a location is still needed for exhibiting student art during the Tour and it needs to be up for a whole month to be practical for teachers.

Exhibitions (Gina for Shannon & Martha)

Gina shared a written update on efforts to find a location for the Exhibit (none identified so far that meets the needs of CAG). If display materials are installed at the Welcome Center in downtown Pittsboro, Selden is investigating using it as a central location for promoting the tour and displaying some art, possibly a PopUp Shop during the tour. In the meantime, the committee is keeping a spreadsheet of potential sites for future reference.

Fundraising (Gina for Diane Swan)

See Treasurer's Report about sponsorships.

Website (Gina for Vince)

Gina presented an idea she discussed with Vince for a Word Press widget for members to download from Resources and use to routinely record their hours working on committees. Carolyn suggested developing apps for smart phones specifically for CAG members, too, but past efforts were not fully explored and apps may be on the decline, according to Amy.

PR – Carolyn

The contract has been signed for the 2021 brochure.

Some members are confused by CAG's two newsletters – internal for updating members and the other is external and is to promote individual members who are asked to submit items ahead of each issue. Both are considered valuable and worth time spent producing them.

Kathy Flood has been posting on social media twice a week and Carolyn recently interviewed Vince on Facebook, but it doesn't show the number of views. CAG has a business account with Instagram and lots of Guild members use it.

Brochure (Minnie for Vince)

22 members have signed on and contributed art for the brochure as of last week, with mostly minor edits needed. There will be borders around shared studios as in last year's brochure, and there will be two lists of participating artists, one by name and one by studio numbers. Sponsors will be listed on the back page and only the new members on the tour will appear in the brochure with NEW next to their entries. Cover will be focused on promoting the Guild and the Tour. There will be 16 pages (same price quoted for 12 pages) so everything will be larger with all the extra space.

Gina also added that CAG will register for the "Artists Sunday" event to be held the Sunday when we hope to hold a Reception and we can exchange logos to promote both organizations. CAC is also holding a "Spark the Arts" program statewide and they will also share promotion opportunities.

Gina shared the additional news that Lesley Landis will be unable to design the brochure this year but she has recommended another person, Randi Markowitz, someone she has great confidence in. Vince and Beth Bale were copied on the letter, but Gina will forward to Carolyn, Minnie and Michael.

Operations (Gina for Andrew)

Andrew is working on the Google drive and indicated he would be able to create maps for the brochure as he usually does.

Membership Karen West

VidaBeth and Forrest will be doing interviews of the new artists in August, finishing up in September. Karen raised several issues that Marsha and Louise will need to address in creating new membership categories for students and teachers. Gina noted that most other guilds that offer student memberships charge them \$15. She also noted that CAG's Bylaws require that any changes in membership require a vote by all members, so Education and Membership needs to plan to present a proposal for the next All Members Meeting. Because CAG is starting its membership drive in September this year, it might require a separate membership drive for students and teachers early in January, 2022.

21 Tour (Distribution/Signage) No update.

Jury No update.

Unfinished Business

Gina shared the **Commission Policy** she drafted with an additional paragraph at the end stating that *"Individual and small-group shows can be subject to this commission policy IF Guild takes the lead in organizing, hanging, promoting, and providing reception for such shows."* After discussion of the policy and its history, Gina made a motion to "put into writing what has been the generally understood commission policy of the Guild and to include it in our online Artist Resources as well as in all future editions of New Member Orientation materials." Carolyn seconded the motion and it was approved unanimously by board members.

In considering a **Possible Dues/Fees Increase** it was noted that there have been cuts made in other areas of the budget due to significant increases in the cost of publishing the brochure – including PR – and no increases have been made in years. Gina stated that a decision would need to be made no later

than the next board meeting. Carolyn raised the question of how we compare to other organizations in the area, and board members provided feedback based on what they knew or were able to find online. It was decided to continue the discussion later in the coming weeks.

The topic of the addition of **New Student / Educator Member Categories** was already discussed during the Membership update.

Gina issued a last call for any board members to submit **Conflict of Interest Forms**.

New Business