

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

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

**Welcome & Call to Order** – Gina Harrison

**Approval of Minutes** - Gina (for Karen Crowell)

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

**Treasurer's Report** – Barry Udis

Barry presented a new version of the report that featured three columns for Revenue, and Expense line items: (a) previous month, (b) year to date, and the annual amount budgeted. Comments were very positive in favor of the new version. Barry also reported the balances at the end of July in the bank accounts were \$31,739.32 and \$10,001.00 in checking and the money market respectively. Vince President's Report motioned, Carolyn seconded and all members approved the report.

**President's Report** – Gina

Given the current situation with the Delta variant of COVID-19, CAG should make sure to include a message in the brochure advising visitors to look for updates about the tour on CAG's website. Both the brochure and studios on the tour will need to post notices about adhering to CDC guidelines for preventing transmission. CAG will probably not supply hand sanitizers or masks as we did last year, leaving it up to the artists themselves. Artists can also post additional information on their gallery pages if desired.

Gina announced that the Chalk Festival event in Pittsboro is being held on the weekend before the National Arts in Education Week. It would be a good opportunity to support Chatham schools by setting up a collection box for art supplies (and \$\$) along with Sharon Allen. CAG has also paid for a booth at Heather's Maker's Market the first weekend in October. We could collect art supplies for students there, too.

Volunteers are needed! No one has signed up for the booth yet, and we'll also need volunteers for the Chalk Festival and the PopUp Shop at the Welcome Center. Carolyn will include requests for volunteers in the August members newsletter. We'll need to announce the date for the October All Members Meeting, also, and include a copy of the minutes from the April AMM.

**Committee Reports/Discussion**

**Education** – Louise

Space for a Student Show has been reserved in the halls of the Chatham Mill (where CAG has previously hosted both the Tour Exhibit and the Student Show). During the Calico (Maker's) Market, the hands on event will be making dreamcatchers and/or clay masks for Halloween. Carolyn asked Louise to send her information she can use to publicize it.

**Exhibitions** - Gina (for Shannon/Martha)

There will be no specific theme for the Arts Center exhibit in November. A reception will be held for the exhibit the second Friday of the show.

CAG is signing a contract with The Smelt Gallery, located in Pittsboro's Beverage District, for the CAG Studio Tour Exhibit. It will stay up the whole month of December and the rent is only \$1,000. The exhibit will open on Sunday, November 28th, and will be promoted as part of the Artists Sunday. The exhibit will be open to all CAG members, with designations for members participating in the Tour. CAG will collect a commission for sales as spelled out in the new Commission Policy. The Gallery will construct pedestals if

we provide the size and number needed.

Maria, the VP at Main Street Pittsboro, is our contact for the Welcome Center where CAG is considering holding a PopUp shop. Maria is willing to stay open during Studio Tour hours even though they aren't usually open on Sundays. In the meantime, Boots is working on the possibility of holding future exhibits at the upcoming SoCo site where the Roadhouse Restaurant used to be.

**Fundraising** – Gina (for Diane)

CAG sold a total of \$6,125 in sponsorships as of the end of July. Gina asked board members to help write personal thank you notes to all who purchased sponsorships. Diane can provide addresses and Amy offered to help.

**Website** – Vince

Chris is working to consolidate all CAG's addresses under our website. Another project for Chris is to develop a widget for tracking hours that working members put in for their assigned committee tasks. Chris's contract for support will need to be renewed and Vince is looking for feedback on how we've benefited from his support. It would benefit us if board members routinely reviews different aspects of the web site from time to time. For example, as of September 1st we'll need to turn on the link for new members to apply – the first time we've started the process at this time of the year. It would help to remind members by notifying them on the members newsletter and during the weekly Fri Happy Hour.

**PR** – Carolyn

Their committee is getting ready for the new member drive, asking this year's new members for anything they'd like to share about their experience and the benefits they see for joining CAG. Anyone is welcome to share as well. Carolyn is also reaching out to Spanish speakers, like Valerie at the Chatham Record who drafts the Spanish version of their newspaper, to help recruit a more diverse membership. There won't be enough funds for PR to promote the Tour to the extent they did last year, so they will rely heavily on press releases, social media and the brochures. Carolyn asked for help from Louise to promote the student show. There might be privacy issues if we display names and artwork, though, requiring permissions obtained in advance.

Amy noted that the studio signs were very effective for promoting the Tour. With so many more artists on tour, we'll need to make sure we have plenty of signs. Lee also added that the Pittsboro Gallery can do more this year to help with distribution of the brochure. It will be good to review Jeff's list to update it and to include a lot more new locations.

**Operations** – Andrew

Andrew reminded everyone that they need to provide him with a gmail address and then they should be able to get to the shared CAG file on the Google drive. Gina can help direct people to old files that haven't been moved yet. Admin is not intended to be accessible by everyone, but we ought to remove those with access when they rotate off the board.

**Brochure** – Vince

Carolyn can't view the brochure images files, but Minnie has all the images, both original and edited, in one file (not on the Google drive) and will try to upload the edited versions of images that will go in the brochure so both Randi and PR can access them. Minnie noted that the Brochure Committee needs more help. Both Michael Blotzer and Vince have been out of town much of the summer. Thanks were extended to both Beth Bale and Minnie for their contributions above and beyond what is usually required, and Vince agreed that he will stay on even though he will have additional duties in the coming year. Carolyn also noted that she is considering stepping down as the Chair of the PR Committee if more help is not provided. Gina has tried to appoint new members to every committee, but we also need to pay attention to skills needed

**Membership** – Gina (for Marsha)

Board members agreed on the date and time for the All Member Meeting on Sunday, October 17th from 2 – 4:00 pm. Gina asked Karen C. to provide the minutes from the last AMM held in April. Membership

Committee will need to consider who will be rotating off the Board so we can establish a Nominating Committee to replace them and recruit members to serve on the Jury Committee at the AMM in October.

### **New Business**

Gina asked for feedback on the motions she drafted and attached to the Agenda.

#### **Motion to Invite New Friends of the Guild**

Board members expressed concern about defining the category of “Friends of the Guild” and were more inclined to invite others to participate in an advisory role ainfos needed. They would not be asked to attend all board meetings where they might be privvy to information not intended to be shared with the general public. Gina asked members to follow up with further comments so we can continue the discussion later.

#### **Motion to Update Guild Dues/Fees**

Board members discussed at length the need to increase CAG’s income by increasing both dues and fees, as proposed in the motion drafted by Gina. Most members agreed that the increases were fair and reflect the increase in value that members received over the past year. The discount for educators will need further input from educators themselves and the limited time before recruitment of new members will necessitate deferring any changes until later. There weren’t sufficient members present at the meeting to reach a quorum, though. So, based on the discussion, Gina will revise the motion and send copies to members of the board and the vote will be taken by email. If approved, the decision by the Board will not be subject to a vote by the rest of the membership because it is not part of the by-laws and falls within the purview of the Board.

The meeting adjourned at 12:30 and the next board meeting will be scheduled in September sometime after Labor Day.

*Below is the revised motion made by Gina Harrison and the results of the vote taken by email:*

The current price structure for Guild members has been in place for more than 5 years and perhaps as many as 10-15. In light of increased **costs** for tour, and in fact all, publicity (paper, printing, advertising) as well as increased **benefits**—updated Guild website (including membership resources, regularly updated news features, artist’s personal control over their directory listings), enhanced internal communications (Happy Hour and monthly *Member News*), and more robust, year-round social media efforts,

I propose the **Board adopt** the following Dues/Fees Structure for Calendar Year **2022**—

- **Jury Fee** for membership will continue to be \$20.
- **Dues for Working\* members** increase from \$50 to \$60/year
- **Dues for Nonworking members** increase from \$100 to \$120/year
- **Tour Fees for Working members** increase from \$200 to \$225
- **Tour Fees for Nonworking members** increase from \$400 to \$425

\***Working Members** are defined as contributing at least

- o 10 Volunteer hours/year (not on tour) or
- o 24 Volunteer hours/year (on tour)

Minnie Seconded.

Yeas were Marsha, Carolyn, Vince, Amy, Barry, Andrew, Michael,  
No Nays