

BdMtg20221115

CAG Board Meeting from November 15, 2022

Members Present: Gina Harrison, Steevie Parks, Barry Udis, Boots Quimby, Karen West, Vince Pitelka, Marsha Kitkowsky, Ric Harber, Leslie Palmer, Amy Wandless, (Minnie Gallman?)

President's Report: Gina Harrison

The meeting was called to order on time.

We have a new sponsor: Winkler Real Estate. We will need to work on each member soliciting a sponsor for next year. We discussed prorating the sponsorship fees. We got approval to have a banner at the Welcome Center during the tour. Gina asked that all of the committees write up their achievements to present at the AMM meeting on December 20th.

Minutes: Steevie Parks

Carolyn Rhinebarger motioned and Vince Pitelka seconded, and the October minutes were approved with minor changes. Gina made the corrections online.

Budget: Barry Udis

Steevie Parks motioned and Marsh Kitkowsky seconded and the budget was approved with a minor correction.

COMMITTEE REPORTS:

Exhibitions: Boots Quimby

Out of the 54 Artists in the guild, 51 submitted work to the Smelt Show. There was unanimous praise for the job that Artie Dixon did judging the work at the Arts Center Tour Preview Show. The flowers at the Welcome Table at the Smelt show will be provided by Copeland Spring Farms. Total expenditures for the show were 1,040.00.

Membership: Karen West

25% of our members are 'Non-Working' members. There was a fairly lengthy discussion about whether or not there is a need for a different ratio of working to non-working members. We also discussed changing the price structure for tour fees. What we currently have on our website is: 'The tour fees are \$225 for working members who commit 24 or more volunteer hours on a Guild committee or some other Guild service activity, or \$425 for non-working members who do not volunteer'. There was some consensus that a better ratio might be: 250.00 for working members and 500.00 for none working members. This would be an increase of 25.00 for each category. There was some worry that some of the non-working

members might quit if they had to pay more. We also discussed whether or not we should change the number of hours required to qualify as a 'working member' from 24 down to 12. Finally we discussed making more of the work requirements year-round, like we do for the Education Committee. Many members find it stressful to have to fit in a lot of volunteer hours just before the tour. A breakdown of our income from Jan 2022 to September 2022 revealed that \$4,600 came from membership dues, \$12,600 came from tour fees, and 7,800 came from Sponsorships. Tour fees therefore cover about 50% of our income. Finally, we discussed the possibility of soliciting sponsorships year-round instead of just before the tour and adding new sponsors whenever they pay for their sponsorships, and just prorating the fees based on the time of year that they pay.

Signs: no new news. The remainder of the signs were distributed during the hanging of the Art Center Show. There is consensus that members were glad to have the new signs.

Jury: Vince Pitelka

The jury did an excellent job this year. There were 13 applicants and only two were refused membership. The quality of the applicants that were accepted was excellent.

Nominations: Bill Moore

No new news. Bill will announce nominations at the AMM meeting on December 20th.

Public Relations: Leslie Palmer

Leslie went over her two-prong approach to advertising:

1. Social Media advertising
2. Paid Advertising

She also reviewed the work that has already been done. For example we submitted to Over 40,000 entertainment calendars (??), sent out over 100 press releases, and appeared in over 15 event newsletters. The three social media sites that were concentrated on were Instagram, Pinterest and Facebook. Our radio news release on WUNC should reach about 115,000 people. Leslie will send an Eblast to our email list closer to the start of the tour. There were too many pieces of information to list here, but it was clear that a huge amount of work has been done to advertise the tour this year.

Brochure: Minnie Gallman

The cover design for 2022 seems to be a big hit. We are starting to look at designers for next year's brochure.

Distribution: Jeffrey Clark

Almost all of the brochures have been distributed early. Many local business seemed to run out and brochures will need to be replaced before the tour.

Education: Ric Harber

The Reception for the Student Art Show will be held on Wednesday December 7th at 6pm.

Website: Vince Pitelka

No new news aside from tour page being ready and working beautifully.

Operations: Amy Wandless

Last year the logs were returned very late and this prevented analyses from being run in a timely manner. We will need to make an effort to get tour members to turn in their logs and to complete them. We discussed having members provide some information about diversity but not to overtly question tour members about their racial backgrounds. This data will be used to apply to grants which focus on increasing the diversity of those we serve.

The meeting was adjourned at noon. We set a date for the December Board Meeting of December 13th and our AMM meeting will take place on December 20th this year.