

**Chatham Artists Guild
Minutes for the January 22, 2023 All Members Meeting**

Members Present:

Gina Harrison, Ric Harber, Linda Callahan Watkins, Minnie Gallman, Carolyn Rhinebarger, Karen West, Amy Wandless, Greg Wandless, Jody Nash, Laura Wimbish-Vanderbeck, Bridgette Comellas, Daphne Boder, Vince Pitelka, Anna Julian, Timothy Dowdall, Nancy Ann Moore, Annabelle Stein, Diane Swan, Vidabeth Bensen, Leslie Palmer, Kristen Bergsten, Janet Place, Lani Chaves, Donna Stubbs, Hamido Sissoko, Bronwyn Watson, Kathy Flood, Barry Udis, Janice Reeves, Aline Kala, Boots Quimby, Michael Stano, Forrest Greenslade, Lee Kazanas, Martha Danek, Eva Green, Cathy Martin, Jeff Clark, Pam Freese, Cally Curtis, Louise Hobbs, Andrew Wilson, Jeff Silkstone, Colleen Black Semelka, Selden Lamoureux, Marsha Kitkowski, Ellison Goodwin, Sarah Graham, Darcy Szeremi, Steevie Parks, Karen Greager Hall

The meeting was called to order at 2pm by Vince Pitelka

Introduction of New Members: Vince Pitelka

Vince screen-shared a slide-show of images of the artwork created by the new members. Bridgette Comellas, Janet Place, Donna Stubbs, Aline Kala and Jody Nash talked about their work as the slides were shown. Laura Wimbish-Vanderbeck and Karen Greager Hall joined the meeting at a later time. Peter Cane, Christine Duprez-Young and Jeff Silkstone were unable to attend.

Minutes: Steevie Parks

The minutes from our October 2022 meeting were approved pending changes. Karen West motioned and Vince Pitelka seconded.

Treasurer's Report: Barry Udis

The Treasurer's Report was unanimously approved. Steevie Parks motioned and Vince Pitelka seconded.

President's Report: Gina Harrison

We have ten new guild members and 28 guild sponsors. We added 600 names to our mailing list and now have about 2,000 subscribers (and will need to start paying for MailChimp). Once again we were awarded a Grass Roots grant from the Chatham Arts Council and the North Carolina Arts Council. We purchased tents, tables and chairs (available for use by anyone in the guild), new triangle signs and two new flags. Educational activities were dramatically increased. We revised our 2015 bylaws, instituted community emails, held our first in-person meeting since Covid started, and celebrated our 30th Anniversary!

Committee Reports:

Committee reports were delivered to describe the achievements that each committee made in 2022, and to familiarize the new members with what they might be asked to do as members of each committee.

Finance: Gina Harrison

This committee provides suggestions to the board regarding any adjustments that need to be made to our budget. We need to continue to get better at predicting how much money needs to be allocated for each budget item. There are volunteer positions open for new members who are comfortable and skilled in working with budgets.

Operations: Amy Wandless

Amy reviewed the functions of the Operations Committee, and presented her analysis of the tour results. 54% of the sign in sheets have been turned in for 2022 so far, as compared to 70% in 2021. 76% of the membership that responded to the survey reported that they were satisfied with the PR for the tour. The sales from the tour varied wildly among studios. About half of them did better than they did last year, while half did worse. Amy suggested that those who have not turned in their sign in sheets mail them to Amy and put her address on the slide. Amy also went over preliminary data entry results, which were slightly down from last year.

Exhibitions and Receptions: Selden Lamoureux, Bronwyn Watson and Boots Quimby

Selden went over the expectations for new committee members. Bronwyn reviewed the two guild shows. The guild now has six new display cases for 3D work that we can use for upcoming shows.

Public Relations: Leslie Palmer

Leslie went over all of the activities for volunteers who work on the PR committee, the accomplishments of the current PR committee, as well as the benefits of a 'Three Tier Advertising Promotional Program' (traditional, social and digital). We use the following forms of advertising: free media, paced publications, the tour brochure, CAG website and Artist's pages, and the Artist's Studio Toolkit. The PR committee worked extremely hard this year with excellent results. We used a number of free and low-cost advertising opportunities, which significantly lowered our costs, and broadened our 'reach'. Page views on the web pages focused on the tour were up 87% from 2021. There were 1,224 downloads of the tour map. The total 'cost per reach' of all forms of advertising was \$0.0157. The brochures cost per reach

was \$0.41. The total cost for all tour advertising was \$16,664.00. The total reach for all forms of publicity was 1, 056,349 individuals.

Brochure: Minnie Gallman

Minnie spoke about the responsibilities of the Brochure Committee. There were 5,000 brochures that guild members distributed themselves in addition to those distributed through Chatham Magazine. Minnie described the process of how we hired our new designer. There was a very positive overall reaction to our new cover. Printed copies of the brochure became available in October in 2022, and we paid for an extra month of exposure (November) from Chatham Magazine due to the change in their distribution schedule. The brochure committee needs a lot of proofreaders. The timing worked very well this year. Most of the activity for this committee takes place from June to September.

Distribution and Signage: Amy Wandless (for Jeff Clark who was having internet issues)

Gina went over the responsibilities of the distribution committee, and Amy described the process by which committee members distribute the brochures. There were probably not enough brochures as many venues ran out. Jeff would like us to have more brochures at the Pittsboro Gallery of Arts, The Pittsboro Welcome Center and the Pittsboro Library at Central Carolina Community College.

Education Committee: Ric Harber

This is an extremely active committee with lots of volunteer opportunities for members. We had ten members in 2022, and generated 388 volunteer hours (not all of the volunteers were on the committee). The Student Art Exhibit is the longest running educational activity (over 20 years). Louise Hobbs and Cally Curtis lead this program. This is a partnership between CAG, Chatham County Schools and Chatham Park. It involves 200 pieces from grades K-12 from 16 county schools. It involved 58 volunteer hours. The Emerging Artists Program is a partnership between CAG and the Calico Market. We had ten new high school student participants this year, five from Orange County and five from Chatham County. The purpose is to teach students something about 'Art as a Business'. It involved 140 volunteer hours. The Arts Activity Tent was deployed for four days at Calico Market, involved about 120 youth, and about 80 volunteer hours. Steevie Parks coordinates the volunteers for this program. We are looking to expand this program to two new venues over the coming years. Jane Eckenrode leads the Nature Journaling program. It's a partnership between CAG and Chatham County Parks and Recreation and Chatham County Agriculture Master Gardener's Program. It directly trained 26 people for summer camps and reached over 250 youth, and trained 21 people in the Master Gardener's Program. It provided sixteen hours for volunteers. The Leatherworks Club is a partnership between CAG and Chapel Hill 4H Club. Roughly 20 students participated. This involved over 70 CAG hours. The 'Creative Careers Club' was started by Leslie Burwell at Northwood High School, where CAG Artist come to speak about the business aspect of their work to teach students about Art as a Business. This program drove several students to join the Emerging Artists

program, and lead them to participate in our studio tour. This activity provided 24 hours of volunteer time.

Website: Vince Pitelka

The website committee oversees all aspects of the CAG Website, which was created two years ago by Tomatillo Design. It is extremely comprehensive and has many pages, including the individual Artist's Pages. There is a sub page on the Member Resources Page where all meeting minutes are posted from 2021 and 2022. The minutes will be available more quickly as we have a new system where the minutes can be approved a day or two after each meeting via email. The Education web page is a fairly new addition to the website. Vince volunteered to help members post videos and to answer any questions about the workings of the website.

Fundraising and Sponsorship: Diane Swan

Diane explained our fundraising activities. We currently have 28 Sponsorships, and will need to solicit more in 2023. There is a great need for new members to join this committee, and for all members to think about businesses and organizations and individuals that might wish to become sponsors of the guild.

Membership: Karen West

Karen West shared some of the activities of the Membership Committee, including; recruiting the jury, nominating members for board offices, facilitating shared studio requests, and helping to inform members about ongoing issues affecting the guild. Karen reviewed some of the accomplishments of this committee in 2022, including amending the bylaws by consensus with all guild members. Karen pointed out that 25% of our members are currently designated as 'non-working', and suggested that this situation creates a larger burden on the 'working members'. She also brought up the issue of changing the fees and requirements for working members in order to increase volunteer hours. This will be an ongoing topic of conversation in 2023, as more and more guild members weigh in with their opinions and suggestions for moving forward, over the coming weeks and months.

Smelt Art Gallery: Leslie Palmer

The membership voted to take over the responsibility of organizing shows at the Smelt Gallery in our last All Members Meeting on October 23, 2022. Leslie reviewed the responsibilities of members who will be volunteering to work on this new committee. These include; organizing the exhibits and hanging and taking down shows. A small group of volunteers have already worked out a schedule of CAG exhibitions which will start on February 1st, 2023. The reception will be held from 1-3pm on Sunday, February 5th at the Smelt Gallery. Participating artists will divide up tasks in order to provide food, drinks and other items for the reception on February 5th. An email was sent out with a link to sign up for these tasks. There has been some

discussion about looking for another venue in Chatham County to have a Studio Tour Preview Show in November to replace the use of The Arts Center in Carrboro.

Nominations: Gina Harrison

Bill Moore, the chair of the nominations committee did not show up for the zoom meeting, and could not be reached by telephone. As a result, he was unable to provide us with any recommendations for a new slate of Board Members and three new officers. In Bill's absence, Karen West moved to nominate the following slate of new officers:

President: Ric Harber

Vice President: Vince Pitelka

Treasurer: Selden Lamoureaux

New Board Members at Large : Louise Hobbs and Janet Place

The motion was seconded by Marsha Kitkowski. A show of hands indicated approval of these nominations. Ellison Goodwin expressed interest in attending board meetings as an observer and possibly serving as a liaison for one of the committees. The first meeting of the new board will be in person on Tuesday, January 31st at Ric Harber's home at 575 Chapel Ridge Road in Pittsboro.

The Guild will also need new people to chair the following key committees: Public Relations, Fund Raising, Finance, and Education. Anyone interested in any of these or other roles may contact any current board member.

New Business: Gina Harrison

The two pressing issues that need to be addressed as soon as possible. These include possible changes in membership dues, and differences of opinion about the role of working and non-working guild members.

The AMM meeting was adjourned at @ 4:20 pm.

Minutes respectfully submitted by: Steevie Parks
Board Secretary, 2022/2023

