

Board Meeting 05-08-2023 Chatham Artists Guild

Amy Wandless, Minnie Gallman, Leslie Palmer, Louise Hobbs, Karen West, Janet Place, Vince Pitelka, Steevie Parks

Meeting started at 6:10 pm

President's Report: Amy Wandless

We currently have 69 guild member, and 54 have signed up for the 2023 tour. 11/69 are non-working members. Amy queried the board about who is reading the Guild email. After some discussion we concluded Operations Committee members can read the chathamartistsguild@gmail.com - (Amy, Vince and Andrew). Amy said PayPal and website updates are reported to the Gmail inbox for tracking purposes. External folks use this Gmail account as well. The Board discussed Andrew's previous suggestion to move to a ***@chathamartistsguild.org email structure. Vince said that might require only one individual reading the CAG email, when we need more than one access. Vince will check with Andrew to see if we can use the same kind of inbox we are using now, with multiple folks reading the email, but use the ***@chathamartistsguild.org address. Leslie pointed out that a Gmail account should be used for tracking (like the PayPal and website updates) but that the info@chathamartistsguild.org account should be used externally, so that people can communicate with the guild for info or other reasons. We will need more than one person reading these emails. The CAG Website Events page needs to be updated. We will continue to discuss the email issues next month.

Minutes: Steevie Parks

The minutes from our April board meeting were approved online, and changes were made and incorporated into the document on our Member Resources Page and in our Google Drive.

Treasurer's Report: Selden Lamoureux

The Treasurer's Report was unanimously approved. Vince motioned and Janet seconded.

Committee Reports:

Membership:

Forrest and Vidabeth are continuing to orient new members to the tour as well as providing a mentoring experience to any new member who requests help. We are thinking about matching up new members with current guild members whom they would like to work with as a longer term mentor to help them to navigate other aspects of working as a professional Artist.

Education: Louise Hobbs

Vidabeth Benson and Anna Julian will be organizing a timeline for the educational workshops for current guild members and Emerging Artists. Louise is updating the education page on the guild website. Louise copied the page and made changes and sent this out to the current board members to review. Steevie will call Timothy so that she can give him all of the activity tent materials that we have collected and talk to him about what worked well with regard to the set up and activities over the past two years. The education committee is considering having an Art Activities Tent at The Chatham County Fair at the end of September. They are also considering other venues such as The Pittsboro Street Fair in late October. We will have six emerging artists in August. We had 8 Emerging Artists in 2022. From now on, the Emerging Artists will all come from schools in Chatham County.

Leslie reviewed the list of topics for her series of workshops on marketing for guild members: The workshops will be held on Saturdays.

1. May 27th: Intro to Marketing. 2-5pm (dates subject to change)
2. June 3rd: Marketing Tools
3. June 10th: Creating a Marketing Plan
4. June 17th: Social Media
5. June 24th: Event Marketing: Promoting Your Tour
6. July 11th: Selling Online

Public Relations: Janet Place and Donna Stubbs

Donna and Janet will meet with Colleen on Wednesday to come up with a date to hold another P.R. committee meeting in the near future.

Smelt Art Gallery: Leslie Palmer and Karen West

May 31st will be the next SMELT show pick-up and drop-off. A link was recently sent out to those who will be participating in the June/July show to log in their pieces. Each Artist may submit up to five pieces to this show. May 20th is the deadline for this submission. The board discussed some ideas that might help us to increase traffic at the SMELT gallery in between openings.

Smelt exhibit promotional activities will be added to the 'Artist's Promotional Toolkit' to encourage Artist's to promote the exhibits.

Brochures: Minnie Gallman

11/54 tour participants have already sent in their information for the 2023 tour. Minnie will continue to send out reminders.

Fundraising: Diane Swan

We have at least one new sponsor this year and seven previous sponsors have already renewed for 2023. There are several other organizations that are planning to sponsor, but haven't sent in their money as yet. Diane will send the sponsorship letters out to new organizations. Jim Aiken met with the Grass Roots Grant people and will most likely apply for the maximum amount of funding which is \$1,500.00. Before we fill out the application, we probably need to include at least a paragraph describing our strategic plan for increasing outreach to minority groups. We need to mention our participation in the Chatham County Fair, this coming September. Janet and Leslie offered to search the internet for good strategic plans for art organizations.

Unfinished Business: Amy

1. We discussed having some additional happy hours where would meet in person at a local venue. We will work out some kind of schedule for this.
2. Amy and Selden will meet with Randy Voller from the 'On the Porch' podcast. Amy will put together a script for them to follow when they are interviewed.
3. WUNC is providing a 30 second PSA that we plan to air in late November to promote the tour.

New Business: Amy

1. The educational committee will put together a list of willing mentors and will put them on the Member Resources Page.
2. A suggestion was made to set up a Tour Fee Waiver for needy artists as one aspect of our strategic plan to increase diversity and inclusivity. We will discuss at our next board meeting.
3. Vince and Selden will figure out how to implement a 'donate button' on the website.
4. Amy will be sending a letter to all guild members reminding them to look for new sponsors.

Next Board Meeting will be held Monday, June 12th 6-8pm

Meeting adjourned at 8pm.

Minutes respectfully submitted by Steevie Parks, Board Secretary.