

AMMMtg-2023-04-23

The meeting started at about 1:15pm

**Members Present:** Vidabeth Bensen, Kristin Bergsten, Colleen Black-Semelka, Daphne Boder, Peter Cane, Martha Danek, Timothy Dowdall, Jane Eckenrode, Kathy Flood, Lynn Flyer, Pamela Freese, Minnie Gallman, Ellison Goodwin, Sarah Graham, Karen Greager, Ric Harber, Mark Hewitt, Louise Hobbs, Anna Julian, Marsha Kitkowski, Selden Lamoureux, Scott Meyer, Kathleen Millikan, Nancy Ann Moore, Jody Nash, Gretchen Niver, Leslie Palmer, Steevie Parks, Janet Place, Boots Quimby, Jeff Silkstone, Hamidou Sissoko, Michael Stano, Donna Stubbs, Diane Swan, Barry Udis, Linda Callihan Watkins, Bronwyn Watson, Karen West, Andrew Wilson, Laura Wimbish-Vanderbeck

**Welcome and Introduction of New Members:** Selden Lamoureux (standing in for Amy Wandless)

The following new guild members were welcomed and introduced; Peter Cane-Photography, Karen Greager-Painting, Aline Kala-Painting, Janet Place-Glass Work, Jeff Silkstone-Photography, and Donna Stubbs-Painting.

**Minutes:** Steevie Parks

The AMM minutes from January were reviewed and approved online in February.

**Treasurer's Report:** Selden Lamoureux

Last year's total revenue was \$30,000.00. Two thirds of our revenue came from member's dues and fees, 25% came from sponsorships, and the remaining 8% came from grants, donations and jury fees. We made 2,600 less than we did the year before, due to the fact that we had fewer non-working members. So far in 2023 we have collected \$1,225.00 in sponsorships. Our beginning balance in January was \$31,888.00, and it is currently \$46,077.06.

**Old Business:** Selden Lamoureux for Amy Wandless

Selden moved to nominate Amy Wandless for President of the Board for 2023-2024. Karen West seconded the motion. We decided to wait to hold a vote as several members were still waiting in line to get through the gate at the entrance of the park.

**Committee Meetings:** Steevie Parks (standing in for Amy Wandless)

**Brochure Committee:** Minnie Gallman (Chair)

Minnie reviewed the board's decision to print the brochure as an insert in 8,000 issues of the Chatham Magazine with an overrun of 7500 brochures for the distribution by guild members. This represents an increase of 2,500 brochures from 2022. All of the submissions must be proofread and complete by September 8<sup>th</sup>. This is about a month earlier than we had them ready in 2022. The deadline for members to submit their photos for the 2023 tour is May 31<sup>st</sup>, 2023.

Minnie went over the requirements for brochure submissions:

1. All photos must be cropped so that just the work or works of art are showing, they must be 300 dpi and no longer than 1200 pixels or 4 inches on the longest side.
2. The proper way to label all photos submitted for the brochure is: brochure\_LastName\_FirstName.jpg (Ex. brochure\_Picasso\_Pablo.jpg)
3. If photos do not meet this criteria they will be returned to the artists to be resubmitted to directly to the Brochure Committee. Do not resubmit a new form.
4. A draft brochure will be electronically distributed to four artists on August 1-7 for their final review. If artists do not respond, the committee will consider that you approve.

Last year one half of all photos submitted had to be redone. All phone numbers should match the phone numbers on the Artist's primary website. Minnie suggested that those who are unsure about the guidelines read the sections on 'How to Photograph Your Art for publication' and 'How to crop and resize images for the brochure' on the Member Resources Page of the Guild's website. She encouraged all members who are having significant problems with this to contact her. The first draft of the brochure will go out on August 1<sup>st</sup>. Only minor corrections can be made after that date.

#### **Education Committee:** Louise Hobbs (Chair)

Louise presented an overview of the Education Committee's activities and introduced the committee members who are in charge of each activity. She reminded us that all of our activities serve some type of educational purpose. Louise and Michael Stano are in charge of the Student Art Show which will be most likely taking place at the same venue that we used in 2022.

Kathy Flood talked about the Emerging Artists program. The purpose is to teach a select group of high school art students about the business end of making art for a living. Students are chosen by their high school art teachers to apply for the program and then they are juried in by the members of the education committee. The program involves hands on selling experience as well as five mentoring sessions with any CAG Artist they choose who might be willing to participate in the program. There will be one emerging artist tent at the Calico Festival this coming weekend April 29<sup>th</sup>/30<sup>th</sup>. However, this will be our last year at Calico. The education committee is researching different venues for this purpose. The committee will work with the art teachers in Chatham County to find four deserving students to participate in 2024. Ten high school students successfully completed the program in 2023. The committee is meeting on May 16<sup>th</sup> at Kathy's house to talk about the Emerging Artist's programs for the next school year.

There are a wide range of options for educational workshops in 2023-2024. Individual CAG members took a survey and proposed classes that they would be willing to teach to other CAG members and possibly local Art Teachers and the Emerging Artists. These included; Photographing Our Art, Social Media, Exhibition Readiness, Working with Galleries, Public Relations, Studio Tour Readiness, Framing our Artwork, Basic Leather Work, Tips about being a Professional Artist, Getting Your work into Galleries and Stores, Grant Writing for Artists, Adobe Photoshop, Flexible and Rigid Mold Making (Louise Hobbs and Jane Eckenrode), Framing and Matting(Beth Bale), Screen Printing (Vidabeth Bensen), Setting up booths at craft shows (Darcy Szeremi, Greg and Amy Wandless).

Timothy Dowdall and Steevie Parks talked about the Children's Art Activities Tent. In the recent past we have had two large tables set up for children at the Calico Festival. We had a 2D activity at one table and a 3D activity at the other table. Materials were typically donated by CAG members or bought by members of the education committee. Typically fifty or sixty children were served per event. The committee is looking into providing an Art Activities Tent at the Pittsboro Street Fair on the Fourth of July. This will cost \$75.00. They are also looking at participating in Founders Day in Fearington Village.

**Exhibitions Committee:** (Boots Quimby-Chair)

Boots has been in communication with the Arts Center in Carrboro to plan our November Pre-Tour Show. There will be an opportunity for us to present a show of 2D works in October at the Frame Shop in Chapel Hill, and Boots is looking into an opportunity to have a spring show at the same venue.

**Smelt Committee:** (Leslie Palmer and Karen West (Co-Chairs))

We have had two well attended exhibits so far and five sales. There will be five CAG shows this year culminating with the All Member's Exhibit in December. The artists who participate in the shows are expected to bring food and a floral arrangement for each show.

**Fundraising:** (Diane Swann-Chair)

Diane has already sent over 100 emails to potential guild sponsors and three new sponsors have signed up. We have until May 31<sup>st</sup> for sponsors to get their names in our 2023 tour brochure. Diane passed around some flyers to hand out to local area businesses. Diane has chaired this committee for over eight years now and has continually produced excellent results. We have updated our procedure using QR codes. Pam Freese mentioned that we need to check to make sure that the QR codes are up to date.

**Membership:** (Forrest Greenslade-Chair)

Vidabeth let us know that three new members need to find shared studios, and that as always, there will be a page in the brochure highlighting all of the Artists that will be participating on the tour for the first time.

**Public Relations:** (Co-chairs Janet Place and Donna Stubbs)

Janet Place and Donna Stubbs agreed to Co-Chair the PR Committee in 2023. Leslie Palmer, last year's Chair, stated that our ad campaigns need to be **Measurable**, to **Inspire Action**, and **Traceable**. She reminded us that in 2022 our reach for our paid advertising was 1,779,916, meaning that we reached this many people overall with ads, voice spots, etc. The committee will begin working on a sponsorship campaign. The last date that sponsors can submit to the brochure is May 31<sup>st</sup>, 2023. Committee assignments were made at the last committee meeting which took place at the Smelt Gallery on April 15, 2023. Leslie is currently planning a series of six workshops to train members in the skills necessary to run an effective PR campaign. The workshops will be two and a half hours each and free to guild members. This workshop will enable the committee to be ready to tackle their individual assignments. Later in the year, the board will send out a survey for members to let us know what they thought about the programs they attended.

**Website:** ( Andrew Wilson for Vince Pitelka)

Andrew has been working on a blocked email issue. Certain guild members are apparently not getting messages from the guild via email.

**Operations:** (Andrew Wilson-Chair)

Andrew made a request that anyone with experience with Google Workspace or Google for Non-Profits contact him.

**Finance Committee:** (Selden Lamoureux-Chair)

Selden has been working closely with Ric Harber and Annabelle Stein and our finances are currently in good order.

**Signs:** (Nancy Ann Moore-Chair)

We will be handing out signs just before the Pre-Tour show at the Arts Center in Carrboro. Boots asked if we could either secure the template for the signs or order more signs through Alice Matthews at BJ Printing. Steevie will talk to Alice about these possibilities as she initially set up this connection.

Old Business/ Part Two: Steevie Parks for Vince Pitelka

**Election of New Board President:**

A show of hands revealed unanimous support for Amy Wandless to stay on as the Board President for the remainder of the year. The board is now complete and is looking forward to working together to continue the progress that we have made since we started meeting regularly in January.

**New Business:** Steevie and Selden stepping in for Amy Wandless

1. A suggestion was made by Nancy Ann Moore that anyone who wants to should be able to donate to the guild online or to become a sustainer of the guild. The board will take this up when we meet on May 8<sup>th</sup>.
2. Martha Danek suggested that the Jurying process be done in person again since the threat of covid has significantly diminished. She also suggested that the Jury should be composed of volunteers that change every year, so that all members are given the opportunity to serve on the jury over time. The board will discuss both of these proposals at our next board meeting on May 8<sup>th</sup>.
3. Several members would like Happy Hour to be moved to an in-person venue such as the Plant. However, others felt that they wanted to continue the online happy hour. This will also be discussed at our next board meeting.
4. A suggestion was made to have monthly gatherings at various artist's studios in order to share information and talk shop. Several members expressed their enthusiasm for this idea. This will also be brought up at our next board meeting on May 8<sup>th</sup>.

The meeting adjourned at 3:50 pm (ten minutes ahead of schedule)

Minutes respectfully submitted by:

Steevie Jane Parks  
Board Secretary (2022-2023).