

Members Present:

Beth Bale, Vidabeth Bensen, Kristin Bergsten, Colleen Black-Semelka, Daphne Boder, Bridgette Comellas, Carolyn (Cally) Curtis, Martha Danek, Timothy Dowdall, Jane Eckenrode, Kathy Flood, Pamela Freese, Minnie Gallman, Ellison Goodwin, Sarah Graham, Karen Greager-Hall, Forrest Greenslade, Mark Hewitt, Louise Hobbs, Barbara Hunter, Anna Julian, Aline Kala, Lee Kazanas, Marsha Kitkowski, Selden Lamoureux, Cat Mahin, Randi Markowitz, Kathleen Millikan, William Moore, Nancy Ann Moore, Gretchen Niver, Leslie Palmer, Steevie Jane Parks, Sally Pilcher, Vince Pitelka, Janet Place, Boots Quimby, Janet Resnik, Eric Saunders, Hamidou Sissoko, Diane Swan, Darcy Szeremi, Michael Thompson, Barry Udis, Amy Wandless, Linda Callihan Watkins, Bronwyn Watson, Andrew Wilson.

The meeting was called to order at 2:22 pm on January 21, 2024

Minutes: Steevie Parks

The AMM minutes for October 23rd, 2023 were pre-approved online.

Treasurer's Report: Selden Lamoureux

1. We took in \$1,002 more than we expected in 2023.
2. Our total revenue for the year was approximately \$27,000
3. 70% of our revenue was from member's dues and fees.
4. 30% of our revenue was from sponsorships.
5. Neither of the two grants have come in yet.
6. Balance in our checking acct was: \$222,712
7. Balance in our money market acct was: \$10,003.32
8. Expenses will be slightly higher than \$3,000 for the year.
9. Selden will work on the 2024 budget with the finance committee.

President's Report: Amy Wandless

1. Amy spoke about some of the guild's major accomplishments in 2023.
2. The guild appears to be a lot more unified than it was in 2022, and Amy and the board have worked very hard to facilitate this positive change.
3. Amy stressed the fact that every member of the guild is a valuable component of the entire operation of the guild.
4. Amy reported that our board worked exceptionally well together this year, and thanked the individual board members for their service.
5. Amy reminded the membership that all working members are expected to continue to work on their 2023 committees until the 2024 committee assignments are completed.
6. She also stressed the financial importance of having both working and non-working members and that all CAG members contribute value to the guild as a whole.
7. The new board will notify all working members regarding their committee assignments.

A copy of Amy's Annual Report can be found in the shared CAG drive.

Studio Tour 2023: Amy Wandless

1. By all accounts, we had a very successful tour in December.
2. Many studios have reported repeat customers, which is what we hope to see over time.
3. Tour members appreciated having 3 vs. 2 signs.
4. Diane suggested that tour members to be able to have a choice of which weekend to participate.
5. Vidabeth reported that attendance at her studio was the highest that it had ever been in 31 years.
6. Ellison reported that she sold 2x as much in 2023 as she did in 2022, and that she was already getting repeat customers.
7. Timothy reported that he got several commissions from tour participants.
8. Eric sold a great deal of cards and prints.
9. Amy re-iterated the importance of having a range of price points.
10. Amy also made a suggestion that painters might want to consider personally delivering their paintings to customers at the end of the tour. Sarah Graham does this, with excellent results.
11. Janet Resnik reported that she sold a large number of smaller bowls and will make a lot more of these in 2024.
12. Janet Place reported that she sold a large number of smaller glass works, and ran out of her inventory of these items after the first week, having to make more before the last weekend of the tour.
13. A more formal assessment of the 2023 tour is being created by Karen Greager Hall with assistance from Amy Wandless. The results of their evaluation will be presented in February.

Introductions of New Members: Amy Wandless

Several new members attended the AMM and stood up to briefly introduce themselves and their work. These were: Barbara Hunter-Painting, Sally Pilcher-Ceramics, and Randi Markowitz-Painting/Mixed Media.

There was a discussion about marketing techniques lead by Amy. Amy emphasized the importance of posting on Facebook and Instagram and sending links to the guild's FB and Instagram pages. Leslie pointed out the benefits of using sites like Next Door to reach people in close geographic proximity to our studios. Carol Hewitt and Janet Resnik reported getting a benefit from sending postcards.

Annual Report: Amy Wandless

1. Amy went over updates in three areas: the Smelt Exhibits, the end of year exhibits, and the annual tour exhibitions (?)
2. The 2024 Studio Tour will be held on December 7th, 8th, 14th and 15th.
3. All members must stay on active committees until the new committee assignments are made.
4. Amy emphasized the fact that the guild needs both working and non-working members to thrive.
5. The new CAG Board will notify all working members that they need to list their committee preferences when they pay their dues. Dues must be paid before February 14th.
6. Working members work ten hours, if not on the tour, and 24 hours if on the tour.
7. Chair persons only need to work on one committee. If you are not a chairperson, and are a working member, you must split your time working between two different committees.

8. All working members must be fully committed to working their hours.
9. Attendance at all AMM's is Mandatory.
10. All members must make sure that they fulfill their minimum hours.
11. If you are experiencing a hardship which prevents you from fulfilling your minimum working hours, please reach out to someone on the board, and explain your situation.
12. Committee chairs are expected to keep track of whether each of their members have worked their minimum hours.

Committee Reports: Amy

Finance: Selden Lamoureux

This committee consisted of Selden, Annabelle, Sarah, and Martha. All members worked their minimum number of hours.

Exhibitions: Boots Quimby

1. Our 79 West collaboration is moving forward. The first show will run until April 4th. Boots will email the info about how to apply for a 79 West show to all members in February.
2. We are making arrangements for 3D Artists to be able to show at 79 West.
3. We will also arrange an exhibit at the Frame and Print shop in Chapel Hill in 2024.
4. Our Arts Center Tour Preview Show will be held from the second week in November through the second week in December.
5. Boots and Minnie agreed to be the Co-Chairs of the Exhibitions Committee in 2024.

Smelt: Chairs: Leslie Palmer and Karen West

(Karen, Leslie, Beth, Daphne, Anna, Jody, Michael Stanos and Donna Stubbs)

1. 60 CAG Artists exhibited at Smelt in 2023, and 367 pieces were shown.
2. Most of the art was 2D, but there were some 3D pieces at every show.
3. The current exhibit will come down on January 31st
4. In Feb-March, there will be a 'New Members' exhibit, including some of the new members from 2022, who did not get their own show.
5. Next year we will have paid advertising, social media posts and posters.
6. The committee would like all CAG members to promote Smelt shows on their social media.
7. The committee would also like people to sign up to be 'gallery sitters' for The Smelt.
8. " " " all committee chairs to consider holding their meetings at the Smelt to provide more of a presence for the guild.
9. The address of the Smelt Gallery is 113 Lorax Lane, Pittsboro.
10. The Plant is getting new signs and are looking for a designer.

Public Relations: Janet Place and Donna Stubbs

The other members that worked on this committee were: Ellison Goodwin, Karen Greager, Laura Wimbish Vanderbeck, Aline Kala, and Steevie Parks.

Our program with 'On the Porch' with Randy Voller is still being aired. We will try to arrange a new one in 2024 using the two Co-Presidents.

Brochure: Minnie Gallman

The others on this committee were; Barry Udis, Lani Chaves, Greg Wandless and Andrew Wilson

1. The brochure committee will need several new members in 2024.
2. Minnie will not be on the committee in 2024 but is willing to act as an Advisor/Consultant, and will put all of her tools up on our Google Drive for the 2024 Committee.
3. We need to find a new graphic designer for our brochure as Lisa Stokes is no longer able to do this for us. The new designer must know how to use 'In Design'.

Brochure Distribution: Jeff Clark

Ten CAG members were on this committee and all of them worked.

There are still a handful of brochures left from last year.

Signs: Nancy Ann Moore and Timothy Dowdall

(As far as we know, only Nancy Ann and Timothy worked on this committee (possibly Julio Alberdi?))

1. Work on the Signs Committee typically starts in the summer, when the old signs are reviewed for damage. Nancy suggested that the Signs Committee work more closely with the Distribution Committee to ensure that there are an adequate number of brochures at locations where sandwich signs are being put up.
2. Next year signs can be brought to the Smelt Gallery.
3. We need to formulate an inventory sheet to assess sign damage to plan for replacing those signs that have been damaged (or stolen).

Membership: Forrest Greenslade/Vidabeth Bensen

Other members of this committee were Martha Danek, (maybe Anna Julian?)

1. Vidabeth has already started mentoring some of the new members.
2. Vidabeth pointed out that all CAG members on the tour are encouraged to collaborate as this tends to bring in more studio visitors and sales.

Education: Louise Hobbs

Other members of this committee were Kathy Flood, Cally Curtis, Darcy Szeremi, Jane Eckenrode, Bridgette Comellas, Anna Julian, Vidabeth Bensen, Timothy Dowdall, Nancy Ann Moore, and Mike Stano.

1. The education committee was extremely active in 2023.
2. The EAP program involved six high school students in 2023 and two more shows will be put on in 2024.
3. Mike Stano worked with K-12 students teaching photography.
4. Vidabeth and Anna worked on pulling together the education workshops for members. This may become a separate committee in 2024. There were nine workshops in 2023 and all were well-attended.
5. The PGA show for the EAP Artists was coordinated by Darci Szeremi and Pam Freese, both members of PGA. The opening will be on February 4th from 1-3pm.
6. The EAP students will also be showing their work at the Pittsboro State Fair in either September or October.

Website: Vince Pitelka

1. Our website continues to work well.
2. We will tally the new committee signups after February 14th.
3. The Interactive Map was extremely effective. Lani Chavez and Cat Mahin worked on this with Chris Tomatillo, our webmaster.
4. Lani and Cat will be taking over the News Page on our website in 2024.
5. Vince would like members to contact him asap with any mistakes they find on our website.

Jury: Vince Pitelka

Ten people applied in 2023, six accepted the offer, and one of the six did not, leaving us five new members.

Fundraising: Diane Swann, Jim Aiken

Other members: Kristen Bergsten, Colleen Black-Semelka and Laura Wimbish Vanderbeck

1. Diane pointed out that the best way to attract new sponsors is through developing personal relationships with local businesses.
2. We currently have 27 sponsors.
3. In 2023 we brought in \$8,000 from our sponsors.
4. Diane put in hundreds of hours in 2023. In 2024 she suggested that each CAG member attempt to contact one sponsor per year.
5. Diane will visit all of our current sponsors to ask them to sponsor in 2024.
6. Jim Aiken put in 30 hours on completing a capacity building grant to the Chatham Arts Council. The grant was for 3,000.00 and would cover website improvements as well as a general plan for capacity building focusing on increasing diversity within the guild. We should hear something back from them in February or March.

Operations: Andrew Thompson

Nothing new to report.

Nominations for Board Officers: Amy Wandless

1. Since we no longer have a formal Nominations Committee and were short on time, the 2023 Board became the 'Nominations Committee' and proposed a slate of officers for 2024.
2. **The following new board members were nominated and elected by the sixty-four members that were present at today's board meeting.**

Co-Presidents: **Steevie Parks** and **Janet Place** (in 2024 Steevie will be the Acting President and Janet will be the Acting Vice President. If both are still on the board in 2025, their positions will be reversed.

Secretary: **Scott Meyer** (in absentia, but accepted nomination via telephone)

Board Member at Large: Greg Wandless

Board Member at Large: Boots Quimby

Board Member at Large: Darcy Szeremi

Board Member at Large: Ellison Goodwin

The following 2023 Board Members are continuing on the board:

Selden Lamoureux: Treasurer
Vince Pitelka: Member at Large
Leslie Palmer: Member at Large
Louise Hobbs: Member at Large
Steevie Parks: President
Janet Place: Vice President

The January AMM was adjourned at 4:30 pm. The location of the April AMM will be at Chatham Grove Community Center, the time and date are to be announced.

These minutes were respectfully submitted by Steevie Parks, Board Secretary in 2023.