

**Craftsmen's Guild of Mississippi
Board of Directors Meeting
August 17, 2017**

The meeting was called to order by President Sharon Williams.

Members in Attendance: Sharon Williams, Carol McCrackin, Lyle Wynn, Anne Brunson, Nancy Perkins, Winki Allen, Martha Scarborough, Chris Savell, Michelle Burrell, Hap Owen, Charles Buster, Don Coulson, Joe Dove, Debby DeLashmet, and Kimberly Griffin

Absent: Renee Flynt, Ken McLemore, Victor Pittman, Natalie Maynor, and Harold Miller

Guest in Attendance: Rhonda Blasingame, and Sarah E. Link

Secretary's Report: A motion was made to accept the May 18, 2017 minutes (disseminated via email) was approved and carried unanimously. A second motion was made to attach the Executive Director's and the staff present and future reports to the minutes, and it carried unanimously.

Executive Director's Report: Nancy gave a brief overview of her report on fundraising, Guild events, marketing, and other Guild business. *Please see attachment one (1) via email*

President's Report: Sharon Williams submitted a request, and made a motion for inactive status for Pat Pickering. Martha Scarborough seconded it, and it carried unanimously.

Staff Reports:

Tomeka Cheatham (Chimneyville, Financials, and Membership) *Please see attachment two (2) via email*
Sheri Cox (Retail, Education, and Rental) *Please see attachment three (3) via email*

Other Reports:

Year End Financials: Chris Savell distributed a draft copy of the Craftsmen's Guild of Mississippi, Inc. June 30, 2017 (With Comparative Information as of June 30, 2016) Financial Statements and Supplementary Information. He gave a detailed report of its findings, which outlined the Independent Accountant's Review Report, Statements of Financial Position, Statements of Activities, Statements of Cash Flows, Notes to Financial Statements, Statements of Functional Expenses for the Year Ended June 30, 2017, and Statement of Functional Expenses for the Year End June 30, 2016.

Martha Scarborough made a motion to accept the Year End Financial Report. Winki Allen seconded it, and it carried unanimously.

Standards: Ann Brunson reported 10 new applications for 11 mediums, 1 applied in 2 mediums. 3 of the 10 were existing members in new mediums. 5 were yes, 4 were no, 1 was placed with a mentor to resubmit in March, and 1 existing member resubmitted new photos. 8 submitted from our March review. 4 were yes, and 4 were a no show.

Important Dates:

Board Meeting - Thursday, November 16th at 11:30 am
Mississippi's Craft Heritage – October 14th
Chimneyville – December 1 & 2/Preview Party – November 30th

Motion was made and seconded to adjourn

Carol McCrackin, Secretary

Attachment 1

EXECUTIVE DIRECTOR REPORT – August 17, 2017

Recent & Upcoming Events

- **Tour Operator's Dinner/Reception** – 104 tour operators were here in July hosted by Ridgeland Tourism and us; outstanding exposure
- **Mississippi's Craft Heritage – October 14, 10-5**
 - **Living History Tours** with portrays of craftsmen from different time periods of the state's history (George Ohr and George Berry are among those who will be featured). Main focus will be clay, wood, metal and fiber
 - **Demonstrations and Exhibits** of historic, traditional and contemporary craft items, tools and skills
 - **Contests/Games** – horseshoes, corn toss, cake walk and pumpkin decorating contest
 - **Mississippi Tailgating Party** – a ticketed event within the event featuring tailgating food in tents, Mississippi craft beer & cocktails, soft drinks, and music Cost is \$25/\$20 in advance
- **Chimneyville – New Features**
 - **Craftsmen of the Future Exhibit** with craft art by area high school students
 - **Preview Pics** – asking each exhibitor to supply an 8 x 10 photo to promote their booth. We will have stickers with their booth numbers and have these displayed close to the entrance along with the floor maps
 - **Additional Sponsor/VIP Perks** - Hospitality Area, parking area and entrance and more sponsor levels/opportunities
 - **Demonstration Stages** – featured 45 minutes/hour presentations by exhibitors on one or two “stages” throughout the 3-day event
 - **New Decorations** – Decorating committee has many new, great ideas to add to what we have already been doing. Committee will meet again after this board meeting.
- **George Berry Gallery** – Illuminated-Elaine Maisel (August), Mississippi Puppetry Guild Exhibit (September)

Budget/Finance

- Chris reorganized our budget items to make financial reports easier to follow
- May, June and July consignments went out early or on time
- \$4500 paid on credit card
- \$4000 paid on line of credit

Fundraising - Friends, Grants & Sponsorships

- **Tool Time Challenge**

Former board member Mike McRee pledged \$3000 for purchasing tools for the wood studio with the challenge that we match it. We reached our goal and now have \$6606 to equip the studio and start teaching a range of classes on a regular basis.
- **Friends** – Since January Friends contributions are \$18,131 (includes \$3050 that is restricted for Tool Time Challenge)
- **Grants & Sponsorships**
 - MAC Operating Grant \$26,100
 - MS Humanities Council Bicentennial Grant \$5000 (for MS Craft Heritage)
 - Entergy \$7500
 - MDA \$3000 (only gave us money for MS Craft Heritage)
 - Blue Cross \$10,000
 - Regions \$5000
 - JCVB – asked for \$6000 marketing reimbursement for Chimneyville (waiting to hear)

Grants & Sponsorships (con't.)

- Trustmark \$5000 (waiting to hear)
- C-Spire \$5000 (waiting to hear)

In-Kind/Trade Sponsorship Requests – WJTV (\$5000+ has expressed interest); iHeart Radio \$5000 (have gotten last four years but new general manager); Portico \$1200 (have gotten last four years); Clarion Ledger (turned down); Pepsi (they are in); Southern Beverage, Community Coffee, Silver Leaf Wines & Spirits.

Sponsorship Packages – a copy of our sponsor options for MS Craft Heritage and Chimneyville will be given to you at the meeting and emailed to you after. We have many opportunities from \$500 to \$10,000.

Marketing Efforts

- New retractable banners in lobby
- Locked in 75% off price for printing, ordered materials and am in the process of writing and designing the content for:
 - 25,000 trifold brochures for Chimneyville
 - 2,000 trifold brochures for MS Craft Heritage
 - 2,000 trifold brochures for updated Guild Membership Brochure
 - 2,000 trifold brochures for Friends of Craftsmen
 - 2,000 trifold brochures for Venue Rental for Company & Private Occasions
 - 2,000 two-sided postcards promoting Bridal Registry
 - 1,000 two-sided postcards for gallery sales promotions

Total cost for all materials is \$2081 (\$1259 of that is for Chimneyville)

Building Needs/Costs

Sheet Metal

The sheet metal below the Harbor View windows was damaged in a storm two months ago. We initially lost hope that the state would do the repairs because after sending people out to look at the damage five different times, they said they were just there to note it for their records. However, today Fountain Construction came to say they are fixing the building in the morning and from best I can tell, it is being paid for by the MS Department of Finance and Administration. Hallelujah!

Fire Alarm System & Boiler Coils

During a wedding reception in April, a fog machine caused the fire alarm to activate. Because there was a heat detector in the boiler room that was not working, the system would not reset. When the system would not reset, two boiler coils were damaged. Repairing the heat detector and restoring the fire alarm panel cost us \$2180. They are supposedly taking \$200 off but I have not gotten a new bill. We will be paying this off @ \$500 a month. The boiler coil bill was originally \$4000. We have that down to \$1000. Repairs affect heat in one zone that can wait to be done in the winter. The \$3000 unanticipated cost is a financial set back.

Elevator

We found a company to do the pressure tests for \$450 instead of \$600. The tests are completed, the phone in the elevator has been connected, and the overall inspection has been done. We are now hoping Intermix Technologies will let us program the phone to the 24-hour monitoring we have for our security at no extra charge, but that has not yet been determined.

Other

The air conditioner in the library is not working. One toilet in each of the two women's restrooms is not working. Lyle is trying to help us with these. Numerous overhead lights are blinking. The bulbs have a five-year warranty but the installation warranty is only one year. We are seeking assistance from the Bureau of Buildings who oversaw the lighting through the bond money.

Attachment 2

Membership/Financial Report CGM Board of Directors Meeting August 17, 2017

Membership

- **Standards 2017**

The March and August Standards Reviews are complete for this year. **We had 26 members to become 2017 Fellows.** The Guild accepted 16 new members in March and one added a new medium. At the August Review, two new members were accepted and three added additional mediums.

Chimneyville

As of August 15, 2017, the results for Chimneyville are:

of Applicants.....115
of Corner Booths.....39
of Advantage Booths.....23
of Single Booths.....72
Total # of booths.....134

***Now that the August Standards Review and Annual Accountant's Review are behind me, I could focus more on the Chimneyville Festival. I want to encourage our new members to participate this year, as well. We want everyone to come and 'show off' his or her new work.**

Emeritus 'Membership' Request(s)

Pat Pickering, Florence, MS, has requested "Inactive" Membership status due to stroke complications, which has disabled him to do his craft at this time. In 2015, he joined the Guild in wood/walking canes.

Financials-You will receive a Balance Sheet and Profit & Loss at the meeting

- **Consignment**

July Consignment checks are complete and mailed. **Woohoo!!!!**
(May, June and July consignment checks were mailed on schedule)

- **Annual Accountant's Review**

The week of August 7-11, 2017, the Guild had an Annual Accountanting Review for Fiscal Year, July 2016-June 2017. Accountants from Lefoldt and Company performed this Review. Lefoldt and Company has been our professional accountants since 2008. We have great honor to have Chris Savell, CPA, from Lefoldt to serve on our board and he will give you an overview of the completed review at the upcoming meeting.

- **Tools-Time Challenge Match to buy woodworking shop equipment reached its goal. (We have a total of \$6,582.06, in which, \$3,582.06 has been received and \$3,000 is in pledge(s).**

Attachment 3

Board Report for August 2017

Events

- I have begun to keep a log of all calls regarding rental.
- Doing a spreadsheet for what we have booked. Providing this to Nancy on a monthly basis. It is available for any Board Member as well. I can email it to you on request.
- July, we had 3 wedding receptions. Fall is picking up and I have booked a few new events for 2018 such as the Jackson Symphony League Sub Deb Ball in January.

Education

- Field Trips - None for the summer but have begun to book them for the fall now that school is back in session
- Camp for Summer of 2017
- We offered 2 sampler camps, 2 pottery camps, 2 Blacksmith camps, Mosaic, Stained Glass, and Woodworking camps.

Total number of 85 campers with an income of \$14,613.50

Expenses were (estimated) \$7047.75

- We presented our Suitcase Museum to 5 libraries this summer. A total attendance was about 75.
- Operation Shoestring Camp - we offered a 3-day mini camp for approximately 30 children. Education Fund covered the cost of the camp.
- For the first time we hosted the Mississippi Highway Patrol Camp for a day. We had approximately 85 kids that were attending the camp and we were one of their off-site field trips. Education Fund covered the cost.

A great summer - some new education offering we included in camp was a presentation by the Natchez Trace Parkway. We are working with them on our field trips as well.

Sales -

- Inventory was completed in June for the Main Gallery. We had some issues with making corrections at the Pearl Gallery. We had to go and redo the inventory the first week of August. This was another year of making corrections to mistakes made in years past. By making more corrections we have been able to get a better # for the insurance company. 2017 Inventory for Main Gallery is \$293,499.97 and for Pearl it is \$30,370.87
- Staying open til 6 - some days it is worth it but most it is not. Gallery associates are starting to close at 5:30 if no one is in the building so they are able to get out by 6.

Sales #'s since last Board Meeting (May)

Pearl

May - \$1298.65

June - \$604.50

July - \$657.00

Main

May - \$28,368.89

June - \$30,034.62

July - \$17,085.27

Please feel free to ask any questions about the above areas.

Thank you.

Sheri Cox