

Craftsmen's Guild of Mississippi
Board of Directors Meeting
February 15, 2018

The meeting was called to order by President Sharon Williams.

Members in Attendance: Sharon Williams, Ken McLemore, Carol McCrackin, Anne Brunson, Nancy Perkins, Natalie Maynor, Charles Buster, Hap Owen, Michelle Burrell, Don Coulson, Debby DeLashmet, and Tara Wren

Absent: Lyle Wynn, Winki Allen, Harold Miller, Joe Dove, and Chris Savell

Secretary's Report: The minutes from January 13, 2018 (Make up for November 2017) was approved and carried unanimously.

President's Report: Sharon Williams welcomed new board member Tara Wren. She also read letters of request for Emeritus Status from Leslie Turner, Claudia Cartee, and Jack Herring. Charles Buster made a motion to approve the request. Michelle Burrell seconded the motion and it carried unanimously.

Staff Reports: Nancy gave a brief review of Tomeka Cheatham's financial, membership, and Chimneyville report, also Sheri Cox's retail, education, and rental report. *Please see attachments 1 and 2*

Other Reports:

Standards Chair, Ann Brunson reported Standards Committee will not meet until the first of the month. Linda Williams requested to come in as Studio. Ann made a motion to that request and it carried unanimously.

Executive Director's Report: Nancy gave a brief overview of her report on grants, marketing, events, fundraising, long range planning, and Chimneyville survey. *Please see attachment 3*

Board Meetings:

Thursday, May 17th at 11:30 a.m.

Thursday, August 16th at 11:30 a.m.

Upcoming Events:

Sheep to Shawl/Chalk at the Trace – March 24th at 10am – 3pm

Chimneyville – November 30th, December 1st; Preview Party – November 29th

Meeting adjourned

Carol McCrackin, Secretary

Attachment 1

Membership/Financial Report CGM Board of Directors Meeting February 15, 2018

Chimneyville

There was a decrease in income for the 2017 Chimneyville. A great contribution to this was the decrease in Exhibitors' booths, which was the lowest number of exhibitors it has been since Hurricane Katrina.

Some of the reasons I received from members not participating were:

- Ageing Artist
- Not doing shows anymore
- Do not have enough inventory
- Health issues
- Family/Children's concerns
- Using online resources to sell their work
- Going Emeritus/Inactive

Although the booth numbers were down, the total of sales tax reported from exhibitors was \$18,910.54 with approximately \$236,381.75 in sales. In 2016, sales tax reported was \$18,919.94 with approximately \$236,499.25 in sales.

Membership

The recruitment of new members is very crucial and vital to the Guild, now, than it has ever been. I am experiencing a steady drop in members. As stated before, the request for Inactive/Emeritus statuses are increasing as many of our artists are ageing.

Emeritus 'Membership' Request(s)

Claudia Cartee, Clay, Member since 1979
Jack Herring, Wood/Carving, Member since 1990
Leslie Turner, Glass/Jewelry, Member since 2008

Standards 2018

We are looking forward to seeing new applications for the March and August Review process. We have approximately 48 members up for their third-year review and I cannot wait to see their beautiful work. There were several reminders mailed to remind them that they are up for review. Deadlines for submissions are Friday, February 23, 2018 and Friday, July 27, 2018 at 5 pm.

Financials- Please see attached Sheets

- Chimneyville Profit & Loss (comparing years 2013-2017)
- Balance Sheet and Profit & Loss

Attachment 2

Board Report for February 2018

Events

- Rental was up for 2017 over the past two years. Receiving more requests for building during the week. New brochure should help in getting the word out about our building availability.
- Would like to host a bridal event this year in partnership with Ridgeland Tourism.

Education

- Field Trips - did not do as many in 2017. Our #'s are down. I would expect to see it be about the same this year since the two new museums opened up and we may not be the field trip of choice. As of mid February - we have had some repeat schools and several new ones commit for the spring.
- Drew Brunson who was doing Education and he left in September.
- I have taken Education over again, doing the field trips and classes that we had scheduled.
- Classes are down. We tried to offer a pottery and glaze class but no one signed up. We did offer several one day weaving classes that was very popular.
- 2018 we are going to focus on adult classes especially for the summer.
- 2018 we may need to try to have a part time person to do some of the Education.
- As of now - we are only planning to offer 4 day classes in the summer for old youth. We may offer one week long creative camp.

Sales -

- We stayed open til 6 during the Christmas season.
- Sales are fairly even with last year. We had very little traffic in August, September and October. We did see an increase in foot traffic in November and December.
- Black Friday we offered 20% in the morning and 10% in the afternoon. Traffic was similar to that of 2016.
- These discounts to lure people to the Craft Center take a bit out of what the Guild could make.
- We will make a push to get the word out about our Bridal Registry. It is up and running just need some brides!!!!
- We would like to add to the Gallery a Mississippi Section with products made in MS. We will be at the MS Market in June to hopefully make those contacts.
- At Christmas we did get several corporate gift clients and will start early this year to get more of those. Timing is key here.

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

Thank you.

Sheri Cox
Director of Operations

Attachment 3

Executive Director Report – February 15, 2018

GRANTS

JCVB Chimneyville Marketing Grant – final report completed and with JCVB for approval and reimbursement. My estimate is a reimbursement of \$5400 but the percentage of reimbursement varies and is subject to their interpretation. We should receive at least \$5000.

MAC Operating Grant – due March 1. This is our largest grant opportunity and only one that can be used for operations. This is a very tedious, time-consuming grant for both the application and the final report. On paper, the highest amount that can be granted is \$30k, but they have not given that to anyone in probably ten years. Top award has been \$26,100 for last two years, which we have received but MAC may have a smaller budget this year and more applicants.

Humanities Bicentennial Grant – We hosted Mississippi's Craft Heritage in October. Video was shot as part of that event. Now, the video needs to be completed, so I can complete all the reporting by March 31 to receive our \$5000 reimbursement. I will write the script, schedule the additional shoots we need and co-produce the video with Ron Rodenmeyer of Mosaic Film.

MAC Mini-grant – We were awarded a \$1500 Mini-grant from MAC for long range planning. They supply \$750, we have to supply the other \$750. The money can come from a private source or federal grant, but not state money.

MARKETING

Rental – Producing rental trifold to use in marketing the Center. Two thousand copies will be printed.

Bridal – two-sided 4 x 6 piece promoting bridal registry on one side and bridal rental on the other. The piece is designed and will be sent this week to be printed. Will have 2000 copies. A digital version will also be used.

Corporate - two-sided 4 x 6 piece promoting corporate gifts on one side and company rental on the other. Design is nearly complete and will be printed this week. Will have 1000 copies. A digital version will also be used.

Friends – revising and printing new Friends brochures for use in fundraising. Copy has been revised and new photos are being selected. Should go to printer in next week or two.

**FYI-All the materials were pre-paid last year with funds from Ridgeland Tourism*

EVENTS

Sheep to Shawl/Chalk at the Trace – We are hosting both these events on Saturday, March 24 10 am until 3 pm, because they appeal to complementary audiences and can be bigger and better together. We are increasing our marketing and promoting both earlier to hopefully attract a large audience. The goal is to build both of these so that in 2019, we will be able to have several days of fiber classes and attract paid fiber vendors, as well as building a competitive part of the Chalk event to attract great entries from students and adults.

UnChain My Art/Friends Campaign – We are combining these two fundraisers as we did in 2016 so that those renewing or becoming Friends at any level can apply up to \$100 of that amount toward winning one of the art items offered up for bail. Planned for March through April.

Guild 45th Reunion – We want to celebrate the Guild's 45th year with a member gathering this summer. Tentatively scheduled for June 23. More info coming soon.

Chimneyville Survey – 164 people completed the survey. Preference is more about shopping days than Preview Party. 56% said probably would not come if either Thursday night or Friday night. 85% were women. 78% were 55 or over in age. Complete results will be posted for members to see.