

**Craftsmen's Guild of Mississippi**  
**Board of Directors Meeting**  
**January 13, 2018**  
**(Make up for November 2017 meeting)**

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, Hap Owen, and Natalie Maynor

Absent: Ken McLemore, Martha Scarborough, Chris Savell, Michelle Burrell, Harold Miller, Charles Buster, Don Coulson, Joe Dove and Debby DeLashmet.

**Secretary's Report:** The minutes from August 17, 2017 were approved via email November 2017.

**President's Report:** Sharon Williams reported she will be assisting Nancy with the bylaws and proxy for meetings. The board members whose terms have expired are Renee Flynt, Kimberly Griffin, and Victor Pittman. Immediately following this meeting, we will be having a Board Planning meeting to discuss membership issues, fundraising, education/classes, Chimneyville, retail, and rentals.

**Executive Director's Report:** Nancy gave a brief overview of her report on Chimneyville, financials, and long-range planning. *Please see attachment via email*

**Important Dates:**

Board Meeting – Thursday, February 15, 2018 at 11:30 a.m.

Meeting adjourned

Sharon Williams, Board President and Carol McCrackin, Secretary

## **Executive Director's Report**

Received \$750 mini-grant from MAC to use toward long range planning

Ridgeland Tourism – annual contribution increased from \$7500 to \$10,000

Bobby & Becky Arnold (DeGratia Foundation) donated \$2500 to Friends (last time was 2012)

Guild paid off credit card debt and Trustmark line of credit balance using a \$10,000 12-month, 0% interest loan from Capital One. Current debt is down about \$7000 from first of 2017 even with paying over \$2000 in unexpected building repairs in 2017.

Church is now renting Sunday morning (before regular opening hours) and paying \$1000/month instead of \$400.

Building Maintenance & Repairs: Finally completed all compliance for Elevator; City of Ridgeland has agreed to use their lift truck to change our parking lot lights; only have one more \$454 payment for repairs relating to the fog machine incident.

Legislative Funding – Met with Director of Tourism Craig Ray and Mary Beth Wilkerson to discuss tourism role and funding request from legislature; Meeting with Rep. Cory Wilson Monday to explore possibilities of legislative request for 3-year development funding.

Chimneyville - Increased cash awards from \$2250 to \$3500 with \$500 given in each of seven mediums. Change was well received by exhibitors as was inclusion of Craftsmen of the Future with 10 schools participating. Featured demonstrations were successful and will be repeated and expanded next year along with the Craftsmen of the Future booths. MPB was very pleased with partnership and interested in expanding role for 2018. Front page feature has been secured for Northside Sun for 2018.

Long Range Planning - Darienne Mobley and Darienne, Inc. has been secured as our consultant. She is former Director of Tourism for Mississippi and for Louisiana and does strategic planning for a variety of clients in tourism, retail and arts.

### **Financial Notes**

Accounts Receivable for FY'18 short run:

\$3000 MDA reimbursement  
\$10,000 Ridgeland Tourism  
\$5000 Jackson Convention & Visitors Bureau  
\$2500 MS Humanities Council

Total of \$20,500

Accounts Payable for FY'18:

\$1750 Chimneyville Advertising

**This means a net of \$18,750 to the current bottom line.**

Chimneyville – more detailed information will be available at next board meeting, but exhibitors' fees were way below last year by almost \$8000. Admissions were about the same as was reported sales. Since the sales were achieved by far fewer exhibitors, most should have done very well.

Retail – Sales in main gallery in December were slightly higher than same time last year even though closed all day Christmas Eve (fell on Sunday). About 15 members had commissions over \$500 in December. One accounting firm spent \$900 on corporate gifts. We will be promoting corporate gifts more in 2018.

Rental interest is up. Sheri has booked many weddings/ events in 2018 and there will be a more concentrated marketing effort for rentals in early 2018 than has been done in previous years.