

**Craftsmen's Guild of Mississippi
Board of Directors Meeting
May 17, 2018**

The meeting was called to order by President Sharon Williams.

Members in Attendance: Sharon Williams, Lyle Wynn, Carol McCrackin, Nancy Perkins, Natalie Maynor, Charles Buster, Hap Owen, Don Coulson, Debby DeLashmet, Winki Allen, Joe Dove, Chris Savell, Martha Spencer, and Tara Wren

Absent: Ken McLemore, Ann Brunson, Harold Miller, Michelle Burrell, and Bessie Johnson

Secretary's Report: The minutes from February 15, 2018 were approved and carried unanimously.

President's Report: Sharon Williams welcomed new board member Martha Spencer.

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:

Nancy gave brief updates on the Friends Campaign, Chimneyville Task Force, and Standards, which are highlighted in her Executive Directors Report.

Executive Director's Report: Nancy gave a brief overview of her report on grants, fundraising, upcoming events, building facility, marketing, and task force committees. She disseminated a photo rendering of the new William Lowe (Bill) Waller, Sr. building signage. She also revealed Chimneyville's slogan "The Best Just Got Better," to reclaim our top rating and prestige. *Please see attachment 3*

Board Meetings:

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

Thursday, November 15th at 11:30 a.m.

Upcoming Events:

Natchez Trace Trail Dedication - Friday, June 1st at 9:30 a.m.

Reunion - Saturday, June 23rd

Waller Building Dedication - September date/time TBD

Chimneyville - November 30th - December 1st; Preview Party - November 29th

Meeting adjourned

Carol McCrackin, Secretary

Attachment 1

Membership/Financial Report CGM Board of Directors Meeting May 17, 2018

Chimneyville

The Chimneyville applications went out via email/Facebook on April 24th. A hard copy will be mailed to each member on Friday, May 18. As of today, we have 30 applications.

This year, half size booths were added to the layout to encourage more artisans to show. The cost of the booths are \$200. In addition, the festival will be open to more craftsmen/fine artists to enhance a more productive show for the Guild and the artisans. This is a new addition to the Guild's annual festival. I pray that it will be a well-rounded success. (Nancy will report more about this). **We are looking forward to an improved "2018 Chimneyville"!**

Membership/Requirement

According to financial reporting, membership requirement is becoming more of an expense than an asset for the Guild, due to more office time spent on calling and mailing reminders to members and receiving less and less responses.

Some of the feedback I am receiving are:

- Membership dues need to be one payment
- Do not have time to demonstrate
- May I donate work instead of demonstrating
- I'm going to send it when I get paid (never happens)
- I forgot, will send it later (never happens)
- I demonstrated at one of the schools, etc. Could I receive credit for that?
- Do not have the funds, barely can pay my regular dues fee
- Cannot produce my work anymore, wanting to go Emeritus (Aging Artists)

For 2017, maybe 1/3 of the Guild did not fulfil their requirement. I see this to be a higher volume for this year due to the change of not accepting member's work as one of the fulfillments.

Standards 2018

We are looking forward to seeing new applications for the August Review process. We have approximately 32 members up for their third-year review. A reminder was mailed to them on Monday, May 14, 2018. I cannot wait to see their beautiful work. Deadline for submission is Friday, July 27, 2018 at 5 pm.

Financials- Will receive at the meeting

- Chimneyville Profit & Loss (comparing years 2014-2018)
- Fiscal Year to Date Financials

This report was prepared by Tomeka Cheatham, Membership Director/CFO.....Thank you for the opportunity!!!

Attachment 2

Board Report for May 2018

Events

- I began working with Am Fed in the fall to help them plan the art auction for March. The event would show case employees, family members and friends work. We would receive the proceeds from the event. After all their expenses, we received \$6000 (unrestricted funds) to go toward camp for Operation Shoestring in June. They were so pleased that next year's event is already in the works and we will receive those proceeds as well.
- June 1st Trace Dedication is set. I have about 6 demonstrators currently that will be here, and we will provide the food for the morning reception.
- Rental is up over this time last year, as well as fee we collect from caterers.

Education

- Field Trips - we have done quite a few this spring and have about 5 scheduled for the summer.
- Camp sessions are set - registration is slow because it is only on our Facebook page and paper flyer in the Craft Center. Should be on the web site later this week. We are offering only one Creative Craft Session for ages 5 to 8. There are more offerings this summer for the older youth. Will Booth is a student from Ole Miss and he will teach the pottery portion of camp. In addition, he will be working in the pottery studio. He has already gotten the place organized!!
- The classes offered this summer are also available to adults - hope to have some teachers sign up.
- Ridgeland Arts Festival - we coordinated the children's activities. They did a mosaic piece and made a copper stand to hold their piece. Weather was not our friend this year!!! We have a lot of mosaic kits left so we will use them for camp this summer.
- We did have Weaving Classes in late April and May (on top of our regular Tuesday night class), Kathy Perito offered those.

Sales

- Sales continue to struggle in the Gallery at the Craft Center and Outlet Mall. We had very little traffic. However, we are seeing more travelers, as well as several bus groups come through. Bus groups don't buy as much as those just traveling on their own.
- Mother's Day was not very big. We did not do advertising for any sales related to Mother's Day.
- Currently we are looking at several new POS Systems. Inventory will start in June. We added a new credit card machine at the Craft Center and Pearl because our register could not handle them as of May 1, 2018.
- We will be at the MS Market in June to make contacts for our NEW MS section of the Gallery.

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

Thank you.

Sheri Cox
Director of Operations

Attachment 3

EXECUTIVE DIRECTOR REPORT – MAY 17, 2018

GRANTS

MAC - Second payment of \$13,050 for FY'18 should be paid in June. Final report documents were submitted 5.15. Application for FY'19 grant was submitted March 1. and we are awaiting word. Last year, we did not learn how we did grant until July.

In discussions with Darienne, Inc. about next steps for long range planning. We have a \$750 grant toward a \$1500 proposal for research gathering and planning. I am working with them to decide how best to use their services. They were very impressed with our SWOT analysis.

Energy – Applied for another grant to use for several things including the student exhibit at Chimneyville again and student involvement in a spring show. Not sure when we will find out if we will receive anything.

Humanities Bicentennial Grant – Completed financial report and narrative and produced a half hour video about Mississippi's Craft Heritage as part of the grant that was turned in May 1st. We are expecting \$5000 reimbursement any day.

MDA Marketing Grant – organizations are now limited to applying for only two. Applied for one to help with marketing Chimneyville Arts Festival and another for research, planning and marketing of Craft by the Trace Retreats.

FUNDRAISING

Friends Campaign – Mailing to those who contributed in 2017 went out in April. Sending out to those who contributed to Tool Time (now that purchased tools are here) and mailing to rest of the list first of next week.

Sponsors – Ridgeland Tourism upped their annual contribution from \$7500 to \$10,000. Soliciting previous Chimneyville corporate sponsors and new prospects. If you have suggestions and/or can accompany me on calls to people you know, please let me know.

EVENTS

Chimneyville Arts Festival

45th Reunion – Invitations will go out next week for the June 23rd event. We are planning various activities during the day and a '70's theme party in the evening. Need guild members, board and volunteers to help with the planning and execution.

BUILDING/FACILITY

Waller Dedication – As dictated by the legislation, the building will be officially renamed the William Lowe "Bill" Waller, Sr. Craft Center. The new name will be on the outer wall and on a plaque inside the building. An official dedication will take place in September. More details as they become available.

Lighting Issue – a large number of the LED overhead lights have malfunctioned. The manufacturer has agreed to replace the lights (still under warranty) but only offering \$75 per fixture to replace. Currently trying to get bids from companies to replace. The estimate from the company that originally installed them is several times more than what is being offered.

Boardwalk damage – A large pine tree on the Trace snapped in a storm and fell across our boardwalk. Repair estimates were \$21,500, \$1850 and \$1320. Not surprisingly, we went with Beloitte Construction at \$1320.

Credit Cards/POS software – NCR no longer supports integrated credit card software for our version of Counterpoint, so we had to purchase free standing credit card machines for approximately \$600. We have started a search for new POS software.

Marketing

New Materials - Rental Brochure, corporate gift postcard and bridal registry postcard have been printed and are being used to market the building and gallery

Communication Intern – Lexie Gay will be working with us on Mondays and Tuesdays for the next few months.

Task Forces – we will continue to use this structure for discussion and recommendations; Task forces are to be lead by board members with craftsmen, public and staff representation.

Chimneyville – ongoing; next meeting to be held at 1:30 after board meeting

Standards – made up of former Standards chairpersons and administered by Becky Mercier; Meetings are on-going

Education – first meeting to be held in June

Membership – first meeting to be held in June

Retail – first meeting to be held in June

Marketing/Fundraising – more info to come

Finance – executive committee will begin the process and determine if others are needed