

Craftsmen's Guild of Mississippi
General Meeting
December 3, 2016

The meeting was called to order by President Ken McLemore. He stated that we are having a great festival. He acknowledged and welcomed all new participants

Secretary's Report: The minutes of the December 5, 2015 were read prior to meeting via e-mail. Ken McLemore made a motion to forego the reading of the minutes and it carried unanimously.

Staff Reports:

Tomeka Cheatham, Chief Financial Officer and Director of Membership welcomed everyone to our 40th Chimneyville Craft Festival, and thanked everyone for participating this year. She stated that if anyone wants a copy of the financials, to please call, or email her. She gave detailed instructions for membership and sales tax requirements. She stated that this is the 2nd year out of the 21 years she has worked on Chimneyville we had the most new-members to show. She thanked all the volunteers, and gave a very heartwarming thanks to Olivia Hall, Melissa Miller, Ann Baker, Carol McCrackin, Don McCrackin, and V. A. Patterson for their help and dedication.

Shari Cox, Director of Operations reported that we had a great year for the Gallery, and a great team! She gave thanks to Martha Scarborough, Patricia Wynn, and Drew Brunson. Earlier this year, Amelia Key and Matt Cook were with us, but they left, and we had a bit of a transition. She stated that membership requirements, and demonstration schedule information is available at the information booth. Rentals are up, largely due to the new and improved parking lot areas. Education is in transition, and Drew Brunson has taken the lead. She encouraged everyone to donate, and gave thanks to Martha Scarborough's husband for taking the donated items to the Guild.

Executive Director's Report:

Nancy Perkins, Executive Director gave a brief overview of her report on 2016 accomplishments, and 2017 goals.

Please see attachment

She gave a very heartfelt thanks to Ken McLemore for his hard work and dedication to the Guild, followed by a round of applause. She presented him with a gift of appreciation, which he received with great gratitude. She also thanked Ann Campbell for taking on the roll as Standards Chair, and Ann Brunson as Vice Chair.

President's Report:

Ken McLemore reported that the Election Committee has selected candidates to fill open board positions. Paper ballots were distributed to the members with 6 candidates. We are to vote for 3 of the 6. He introduced all candidates, and stated that the results will be announced over the intercom system later today.

- Ken made a motion to accept non-craftsman nominee, Joe Dove by vote of acclamation. A vote was made to accept Joe Dove by acclamation, and it carried unanimously.
- Ken acknowledged and gave accolades to Carol McCrackin, for her years of hard work and dedication as Board Secretary. A motion was made to accept Carol McCrackin to serve another 2-year term, and it carried unanimously.
- Ken thanked Lyle Wynn for his steadiness, and loyalty as Vice President. Due to Lyle's growing business opportunities, he will not be able to serve a President at this time. A motion was made to accept Lyle Wynn to serve another 2-year term, and it carried unanimously.
- Ken introduced Sharon Williams, our nominee for Board President along with his farewell as President. A motion was made to accept Sharon Williams as President, and it carried unanimously.

Sharon Williams made a motion and seconded to adjourn

Carol McCrackin, Secretary

Attachment

2016 Accomplishments

- Construction of the Dan Overly Boardwalk and entrance providing direct access from the Natchez Trace Parkway to the MS Craft Center
- Construction of a Wood Studio adjacent to the Pottery Studio
- Hosted Creative Craft Corner at Ridgeland Tourism Arts Festival
- Addition of a Contemporary Permanent Collection upstairs
- Upgrade of the Traditional Permanent Collection
- Expansion of the MS Band of Choctaw Indians exhibit
- Hosted Creative Craft Corner at Ridgeland Tourism Arts Festival
- Addition of two new parking lots and nearly 100 extra spaces
- Addition of outdoor classroom/demonstration area
- Establishment of the Guild Spring ShowCase in partnership with the MS Symphony Orchestra
- Establishment of a History Hub to electronically share information about the Natchez Trace, National Park Service, Craftsmen's Guild and MS Band of Choctaw Indians with visitors
- Held Let's Do Lunch to honor volunteers, supporters, Tomeka on her 20 years of service and two new Lifetime Achievement recipients
- Hosted a Legislative Reception for state senators and representatives as well as sponsors and friends to show off our many improvements and stress our value
- Organized and Hosted 2nd annual UnChain My Art that raised \$12,000 for the Guild
- Hosted Summer ShowCase/Art of Tailgating
- Produced marketing banners for front wall
- Revised Long Term Goals to make them more in line with our activities and direction
- Increased MAC grant over previous year (received the top amount allowed for FY'17)
- New sponsorship dollars from Mercedes Benz, Jones Walker Law Firm
- Created/Produced New Posters to Promote Guild at Outlets of MS (four versions)

2017 Goals

- Organize Chimneyville Task Force and Standards Task Force to seek input from craftsmen for improving both
- Organize other Task Forces to tackle Guild issues
- Produce a new Guild brochure and distribute to visitor centers, other tourist attractions, hotels, etc.
- Create new signage for outside of building focused on shopping
- Produce audio/visual presentations for both the Traditional and Contemporary Collections to give visitors insights into each of these works
- Produce a new video about the Guild, its history, significance, and offerings
- Make improvements to the digital library of the History Hub to educate the public about the historical significance of the area, the Guild, Choctaws, etc.
- Increase sales at Pearl
- Increase number of craftsmen profiles on website
- Solicit funds to purchase equipment for teaching woodworking and wood turning classes.
- Make improvements to the front of our building that is now accessible from the Natchez Trace and is the first impression for thousands of visitors
- Host UnChain My Art with goal of raising \$20,000 (\$8000 increase)
- Host Spring ShowCase with Bicentennial features, more exhibitors, more patrons, and more profit
- Create/Print new Craft Y'all Banners on Lighting Posts
- Host Creative Craft Corner at Ridgeland Tourism Arts Festival
- Research/Secure new POS system for gallery
- Increase gallery sales by adding 5-6 pm as an additional shopping hour Monday-/Friday
- Apply for all available grants – MAC, MDA, JCVB, Bi-Centennial, Entergy...research new sources
- Produce/distribute marketing materials to promote more rentals
- Produce/distribute marketing materials to promote bridal registry
- Increase sponsor number & dollars Increase individual donor number & dollars
- Explore additional uses of the Center to promote more traffic
- Host quarterly pot lunch dinners with craftsmen at the Center on Sunday afternoons