

MINUTES FOR THE ARTISANS
GENERAL MEETING
October 26, 2021
St. James Community Center

Attendees: Pat Bittenbender, Caroline Brizzolara, Patty Bruce, Carolyn Carroll, Kathy Caruso, Linnea Coyle, Jeanne Crouse, Donna Davis, Judith Dragos, Cathie Eldridge, Dorothy Erard, Pat Gavin, Kristine Holt, George Humphreys, Mary Jones, Bob Kanich, Donna Kanich, Carol Kidd, Allie Lull, Marian MacKerer, Dobie McArthur, Gary Mlynek, Connie Murphy, Su Peyton, Jane Riddle, Paula Rosen, Judy Peterson-Scaccianoce, Joe Steele, Linda Stiebris, Carol Szot, Ann Thompson, Pat Wahl, Dolores West, Diane Wyte, Nancy Young

The Artisans October 2021 General Meeting was held on Tuesday, October 26, at the St. James Community Center. Donna Kanich, President, called the meeting to order at 3:10PM.

Donna asked for approval of minutes from the June 2021 General Meeting, which were distributed by email. The motion was made by Pat Gavin and seconded by Judith Dragos. The minutes were approved as written.

Donna introduced new members and asked each one to introduce themselves. Dobie MacArthur, author, is writing a series of the Civil War books - to come, not past. There will be 8 books in his series. He is a participating member of the Gallery. Joe Steele is a wood turner who also joined the Gallery in September. He makes bowls, vases, and miniature bird houses. Linda Stiebris makes small batch, hand-crafted, cold-press soaps. She lives in St. James part-time at present, so will participate in retail events for now.

Carol Szot, Membership VP, was introduced to give the Membership Report. We currently have 86 Artisans, 58 of whom participate in the Gallery, and 9 Gallery Exhibiting Artists. Kathy Copley, Karin Elias, and Florence Solomon (returning) are all recent new members. Carol has produced a flyer that introduces the Artisans to prospective members. Copies of the flyer can be found in the Green book in the Gallery. Carol is presently talking to Angela McGreevey (wood chip art), Susan Kassel(Copper), Dennis Hetzel (author), and Georgia Danzell (painter) about joining. This is Carol's last year as Membership VP.

Judith Dragos gave the Artistic Integrity report. Judith reviewed the jurying process, which is done before each monthly Steering Committee meeting. Work of new potential artists, as well as new products for existing artists is juried. She reported that they have juried the work of 28 artists in the last quarter. All artists were re-juried in 2020 in preparation of the opening of the new Gallery. The goal of the Artistic Integrity committee is to be fair, honest, and helpful. Judith thanked the Artistic Integrity Committee for their help - Diane Wyte, Becky Cleary, and Susan Shaylor. This is Judith's last year as VP of Artistic Integrity.

Cathie Eldridge, Treasurer, and her assistant, Connie Murphy, presented the Treasurer's Report. The accounts as of September 2021 are:

BB&T CD for Artisans' Savings	\$ 7,085.20
BB&T Money Market	\$ 5,000.74
BB&T Checking Account Balance	<u>\$ 58,853.86</u>
Ending Balances	\$ 70,939.80

Cathie noted:

- The Gallery on Howe is doing well considering this is our first full year of business. We are on track overall. Thanks for everyone's hard work.
- For the Retail events to date, we have met our budget. Congrats to all!
- Holiday Boutique, we have incorporated all lessons learned from the Retail events to improve our overall process. This will be our first Holiday Boutique since implementing the inventory in Square incorporating barcodes. We have processed over 4,400 barcodes for the event just from those Artisans who are participating. We will have 3 Registers and will process both cash and credit card transactions. We will not be processing checks. We hope to have a successful Holiday Boutique!
- We are beginning to review budget figures for next year, leveraging our year-to-date numbers and adjusting accordingly based on actuals.
- Currently planning for inventory clean up in January 2022. Shelia Kempf, Patty Bruce are on the team with Cathie. We have found several items that need correcting in the system, including several line items at zero, incorrect category codes, duplicate categories, and duplicate SKUs. All errors cause issues at check out. Suggesting the following:
 - Pause all inventory processing for January 2022
 - Send emails outlining the process on a regular interval beginning in November
 - Send an inventory report to each Artisan to say Keep/Delete for each SKU, we can start with Artisans early after Holiday Boutique
 - Process each Artisan request to update Square upon receipt
 - We need a team of helpers to assist the Artisans in their review, please help if you are proficient in Excel
 - We will begin with Artisans who are not in the Gallery on Howe post the Holiday Boutique. This is around 28 Artisans, so will leverage these as a pilot trail.

Connie Murphy makes the deposits. She requested that everyone remember to put the dates on settlement sheets, as she makes the deposits by date. She also requested that Artisans be

very careful to only take their own barcodes. There have been occasional problems with barcodes missing that have already been run.

Dolores West asked who should be contacted if someone is having problems creating barcodes? Cathie replied that any of her team can be contacted. Marian MacKerer is also happy to help. Instructions are also on the website.

Donna Davis gave the Communications Report. Donna is mainly using social media including events calendars to publicize events. She has been very busy in the last few months promoting September's Art in the Park, Art on the Porch events, SUFA raffle tickets and Holiday cards, and the Holiday Boutique. Tomorrow she will be dropping "Elfie's" (small promotional flyers for the Holiday Boutique) off at local hotels, B&B's, etc., for their clientele to pick up. She also encouraged artisans to help with the Holiday Boutique and SUFA promotions by distributing the flyers which were emailed to everyone to friends. Artists doing Art on the Porch or Featured Artist events just need to send pictures and brief artist's statement to Donna. Donna is looking forward to discussing new ideas for 2022 with new Artisan, Linda Stiebris, which has experience in marketing.

Kris Holt and Marian MacKerer, Retail VPs, presented the Retail Report. September's Art in the Park was very successful, surpassing the numbers from May, with fewer participating Artists. They have not organized any Art Walks at the Marina with the restaurant closed. They started hosting First Friday Open Houses at the Gallery in the summer, which have been very successful in bringing more buyers in. There will be a First Friday on Nov. 5 with Carla Estrom's band, Catatonic, playing on the porch. Marian encouraged people to sign up for the Saturday Art on the Porch events which run from 10AM-3PM. They can take up to 4 artists. Artisans who are not part of the Gallery can participate for a \$10 fee, if there is room. They will continue into December. Featured Artist events are also popular and do well.

Holiday Boutique is scheduled for November 5 & 6 at the St. James Community Center. There are 42 participating Artisans. Artisans who are not involved are encouraged to attend. A few things have changed, besides the venue. No lunch will be provided for those working all day, because the Community Center would charge an additional fee, so workers should bring your own snacks and lunches. The committee will provide water and coffee.

Marian will be staying on as Gallery Director, but Kris will step down from her Retail position, so we will need someone to organize Art in the Park and the Holiday Boutique events in 2022. Donna Kanich mentioned that people can do jobs as a team, with just one person attending Steering Committee. Steering Committee meetings are open to anyone who wants to attend.

Donna Kanich talked about participation on committees and nominations for 2022. Most committees haven't been asked to do much due to COVID, but they are hoping to make more use of committees going forward. All groups need more assistance. A Nominating Committee, made up of Donna, Carol Szot, and Marian MacKerer, has been formed to fill Steering Committee openings. Open positions include President, Membership, Artistic Integrity, and

Retail. New Artisan, Karin Elias, has experience in fundraising, so there is hope of filling that position as well. They will also be encouraging everyone to have assistants.

Additional business:

Allie Lull mentioned that November 13 is the next changeout of artwork in the Community Center and Town Hall. There was room to place 30-35 pieces, much more art than was received the last time. No 3D art was submitted at all. She encouraged everyone to participate. Art submitted must have been juried and 2D art must be ready to hang (previously were able to use frames provided by Ricky Evans, but this is no longer true.) Sales have been made from this opportunity. Carol Szot said she previously talked to Troon about hanging art in Beacon315 as we used to do at Tommy's. She will follow up to see if they are farther along with their plans.

A motion to adjourn was made by Carol Szot and seconded by Carol Kidd. The meeting adjourned at 4:03PM.

Respectfully submitted,

Su Peyton
Secretary