**Alamance Artisans Guild**

**Board Meeting Minutes**

**July 23, 2019**

The Alamance Artisans Board of Directors met Tuesday evening, July 23 at Tickle My Ribs Restaurant in Burlington at 6:30. Board members in attendance were, Carolyn Langley, Jan Holloman, Sean Leahy, Violet DeKnikker, Kathleen Gwinnett and Martha Sink. Jan Holloman called the meeting to order after everyone finished eating.

Item 1: Updates on the Extravaganza.

The Steering committee met on July 17. Carolyn and Violet attended and reported to the board. The board discussion focused on what was being done with publicity. There is concern about money. Edo prepared a marketing plan comparison that he presented to the Steering committee. The committee voted to hold expenses to approximately $3,200.00. He has also prepared a list of all free advertisement. The brochure has been produced and is now being printed. Eight thousand copies have been ordered. We need to revisit budgets for the 2020 Extravaganza. It was noted that we will be in transition…Edo has said he will not be doing publicity next year and it is a different era. Fewer people look at print media and focus needs to be on social and on-line media. There is some concern about “Next Door” advertising as some people have been hacked and sent inappropriate messages. Board agreed that the brochures are one of our best methods for publicity. Board would like to survey guests to find out how they heard about the Extravaganza. Kathleen volunteered to be a greeter, help with a survey of guests and give a demonstration.

Item 2: Discussion of upcoming programs.

August is our potluck supper and social. The hospitality committee is in charge. Wendy Durham and Jennie Kirk are the co-chairs of the committee. Jan has paper products.
Jan has talked with Ann Hobgood who has agreed to do a program on booth design at the September meeting.
October’s program is under discussion. Some suggestions for the program included showing an art film, or artist’s trading cards. (A prospective member, Karen Chin, who recently moved to the area, contacted Jan about the Guild. She wants to be in artist groups and is interested in artist’s trading cards. We could ask her to give a program??)

It was suggested that in November we have a breakout session with artists of similar mediums meeting together.

A discussion about Art-O-Mat machines was a suggestion for a future program.

Item 3: Website

The new web site is up and running. It looks great! Note the Facebook feed under the About link. We appreciate the efforts of Steven Durland to complete the work and transition.

Item 4: Possibilities for Spring Show

We will not have Center for Creative Leadership Show in 2020. They are booked. We need to find a place to hold an all-guild show in 2020. There is a possibility of a show at Alamance Arts in 2021, but Carolyn will confirm with Teresa. We need to ask now to be on the schedule at the Center for Creative Leadership in Greensboro for 2022, 2024 ....every two years dependent on Alamance Arts Show schedule. There was discussion on where we could exhibit for 2020. Some suggestions were Hallie Art Center in Apex, Frank Gallery in Chapel Hill, Randolph County Art Council, UNC-CH (Sean will check on), Moses Cone Galleries and Baptist Hospital Gallery. We need to be very aggressive in setting up a show for next year. This is a critical activity, which benefits all our members.

Respectfully submitted,

Carolyn Langley