

Pennsylvania Guild of Craftsmen April 3, 2019 Board Meeting Summary

PRESIDENT'S UPDATE:

Amy Burk – I recently traveled to NCECA (National Council of Educators in the Ceramic Arts) in Minneapolis, MN. I attended seminars that ranged from teaching the elderly in long term care facilities to Art Fair Warriors. What I came away with is that we are doing good things in the right direction. Our shows seem to be doing the things that make them exhibitor friendly and we are reaching out to Willow Valley Communities to teach different workshops that keep older people engaged.

Our travel schedule is off to a good start; Frida Kahlo is almost full.

EXECUTIVE DIRECTOR'S REPORT:

- Membership – We are about on track with membership
- Tuition – Up 62% over 2018 excluding Rug Hooking and COT.
- Master Artisan. We have gotten about 13 entrants thus far for the April class.
- Store sales are up 3% over last year YTD.
- Membership Dues to Chapters. Reminder that nothing was paid in January. The last week of Dec. and all of January was paid in February so we are down in our payments, but they are more accurately reporting in the correct year.
- Instructor fees are up 141% over 2018 which stands to reason if our workshops/tuition is up as well.
- Workshop discounts is a new category and reflects any discounts that people have taken as members (for workshops only). This is booked at the same time as workshop payments. In a quick tally of classes YTD we have 66 members and 227 non-members taking classes.
- Net Income is up 400% over 2018. I'm sure this will level out mid-year and possibly through EOY, but expense management will be key.

Old Business:

- We are working on 75th anniversary invitations and materials.

New items:

- SVC Exhibition opens Friday night (First Friday). We will also have Bruce Garrabrandt here as a “meet the artist/author.” Bruce is our emcee for the 75th party.

Additional info: Active member totals by type – Craftsmen 726, Senior – 431, Student – 11, Friend – 106, Family – 6, Business – 3, Non-Profit – 1 for a total of 1284 members.

FINANCIAL REPORT:

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	Jan - Mar 19	Budget
Ordinary Income/Expense		
Income		
4000 · Membership Dues	52,387.43	27,361.00
4100 · Education	53,088.90	26,550.00
4200 · Programs	36,341.00	34,529.00
4300 · Development	17,263.80	11,455.00
4400 · Guild Store	9,553.93	8,303.35
4500 · Other Revenue	243.98	1,807.50
Total Income	168,879.04	110,005.85
Gross Profit	168,879.04	110,005.85
Expense		
6000 · Membership	3,887.50	11,290.00
6100 · Education Expense	14,365.64	8,386.03
6200 · Programs Expense	5,900.00	5,660.00
6300 · Development Expenses	1,924.50	837.50
6400 · Guild Store Expense	3,763.61	3,890.29
6500 · Salaries	33,546.02	32,793.66
6600 · Payroll Tax Expenses & Benefits	4,823.01	3,057.44
6700 · Facility	3,857.25	4,642.00
6800 · General Operating	3,706.77	6,712.25
6900 · Contract Services	3,411.43	3,360.00
7000 · Insurance Expense - General	7,078.00	2,908.50
7100 · IT Expense	2,363.46	4,541.00
8000 · Mortgage Interest Expense	2,570.50	2,751.36
9000 · Depreciation Expense	0.00	0.00

9500 · Mortgage	0.00	0.00
Total Expense	<u>91,197.69</u>	<u>90,830.03</u>
Net Ordinary Income	77,681.35	19,175.82
Other Income/Expense		
Other Income		
Gain/Loss - Sale of Fixed Asset	0.00	0.00
Realized Gains/Losses	0.00	0.00
Unrealized Gains/Losses	<u>0.00</u>	<u>0.00</u>
Total Other Income	<u>0.00</u>	<u>0.00</u>
Net Other Income	<u>0.00</u>	<u>0.00</u>
Net Income	<u><u>77,681.35</u></u>	<u><u>19,175.82</u></u>

PDC BOARD / FINE CRAFT FAIR UPDATE:

Designer Board continues to work with our Fine Craft Fair Manager and ED to provide the best advertising for our 2019 exhibiting artisans, while staying firmly within our budget.

Fine Craft Fairs:

Spring is 100% sold out – and paid! 160 booths.

Summer continues to grow slowly.

Fall, with a payment deadline of June 1, is at 54 confirmed, 51 accepted, 43 invited, and a waitlist of 17.

Winter is in bud – 26 paid, 18 accepted, 31 invited, with 10 on waitlist.

PDC will cooperate with Emerging Artist program graduates.

COMMITTEE REPORTS:

Marketing:

The committee is waiting for input from several instructors and others regarding the rack card for promoting membership.

Standards:

Our next Master Artisan session, Tuesday, April 9, 2019.

We would like to get BOD approval on the following update, ***bold italic***, to the Standards Manual, page 3, Master Artisan Status Jury Procedure:

APPLICATION, DESCRIPTION & IMAGE ASSESSMENT

Members in good standing are eligible to apply for Master Artisan status via on-line Master Artisan application on PGC website (See Appendix 1 for a representation of the application, which **MUST** be completed and submitted on line), which requires 4 to 6 digital images reflecting the work to be reviewed during the visual review; a statement outlining the applicant's craft background, education, specialized techniques and studio setup (i.e. independent studio, partnership, production studio with assistants or employees); and payment of the application fee.

The below is a BOD approved update to the Standards Manual:

Members in good standing who work as partners – whose work is a true collaboration, embodying the shared vision and technical skill of both artisans and whose work would be markedly different without that collaboration – may apply for Master Artisan status as a partnership.

Emerging Artist Program:

- We currently have 11 mentee/mentor matches and 3 mentees and 3 mentors who have not been matched.
- Our next workshop is scheduled for June 22, 2019.
 - Erica Milner – Mio Studio Building a customer base
 - Jane Fetner – The Photography Whisperer
- We will be hosting a Meet the Emerging Artists Evening at the PGC Gallery, September 6, 2019.
- We are also in the process of renaming our initiative to make it attractive to a wider range of artisans

Education:

We had the Mural workshop and invited students from Stone Independent and PCAD to join us for a very discounted rate. We used some of our education grant to make that happen. 16 kids came. It has opened a doorway to both locations.

Membership / Chapters:

The Joint Chapters Committee held its annual Chapter Officers Forum on March 23rd. 31 officers/ board members attended.

75th Anniversary:

Marketing:

- Press release is done and ready to go
- We have an image for the invitation
- We have most of what we need for a sponsor brochure

Exhibition:

- Opening will be July 5th and closing on August 17th
- All work will be offered for sale at the standard Guild Store terms unless an artist wants their item listed as Not For Sale

Stories:

- Nancy Gibbs has obtained info from a number of Bucks Chapter members.

Landis Valley Event:

- Invitations are being worked on with a target mailing date of the last week in April
- Menu / Caterer:
 - Harvey's BBQ of Lancaster has been selected
 - Bar Tender: Tedi Sponaule,

Auction Items:

- So far we have two hand-crafted pieces confirmed for auction items.
- Karen will host a dinner, Jess & Dan plan to offer a class

- No word from any chapters yet.
- Auctioneer / Emcee: Dan has lined up Clarke Witman from Witman Auctioneers to do the live auction and Bruce Garrabrandt had agreed previously to be our emcee.

NEW BUSINESS:

Exciting News – The PGC has a NEW chapter! The First State chapter is located in Wilmington, DE.

The PGC's next BOD meeting will be May 23rd at 2pm and ALL members are welcome!