

## Vermont Crafts Council Annual Business Meeting

April 30, 2021

Conducted on-line via Zoom

Board members & officials present (all via remote access): Steve Bronstein (President), Andrea Trzaskos (Sec.) & Elissa Campbell (Treas.), Sandy Ducharme, Hallie Monroe, Elysabthe James, Rachel Obbard, and Martha Fitch (Executive Director)

Steve called the meeting to order at 11:00.

**Welcome and Introductions:** Steve and Martha welcomed members to the meeting.

### **Secretary's Report**

Andrea presented a summary of the meeting notes of the 2020 Annual Meeting. Martha shared the full report on screen. The Secretary's report was accepted as presented.

### **Treasurer's Report**

Elissa presented the P/L Statement for the year, which showed a net income of \$4,852.19. The full document was shared on screen.

Elissa explained that donations received included private donations as well as donations via Facebook and Amazon Smile. Grants included the EIDL, a Vermont Art Council grant, and a forgivable PPP loan. The organization also accepted an EIDL loan in addition to the grants.

Elissa also gave a summary of the Buy Vermont Art program, and the sales generated.

The Treasurer's Report was accepted as presented.

### **Project Reports**

- **Spring Open Studio Weekend:** Steve described the virtual event that VCC presented in 2020 and explained that it was successful in keeping our crafts community engaged despite the pandemic. Martha described the learning process that this opportunity provided to adopt the technologies that we then continued to use throughout the year. This year's Spring OS date has been moved to June 19 - 20 in an effort to make the event as safe as possible.
- **Website Update:** Rachel presented an overview of the website redesign project and goals, and the selection of Jenna Rice Marketing to conduct the project. Jenna has begun the redesign and hopes to launch the new site in July. In answer to a question from the floor, the committee described some of the desired changes – on the front end these include modernizing the look of the site, reaching out to both the artist community and the art buying community, and being mobile responsive. Improvements to the back end include making simple updates easier to perform.
- **Zoom Seminars:** Martha described the seminar series that has been presented via Zoom, and explained that it has provided an opportunity to expand VCC's focus beyond the Open Studio event. We now plan to offer programming year-round. Three seminars are upcoming in May, which will be free for VCC members.

### **Board Membership:**

- **New Members:** Steve invited nominations. Martha pointed out that board members can be added at any future meeting - so new members can be taken on over the course of the year.
- **Officers:** Martha presented the slate of officers forwarded by the Board – Steve Bronstein, President; Sandy Ducharme, Secretary; Elissa Campbell, Treasurer. A motion was made and seconded from the floor to approve the slate of officers as well as the full board as currently constituted. Motion passed.

The meeting was adjourned at 11:50.