

**Vermont Crafts Council
Annual Meeting
April 18, 2024**

Present:

Steve, Martha, Sandy, Sally, Katie, Rubie, Greg, Daniel, Elissa, Lisa Hickey, Peter Evans

Introduction of Board Members

Acceptance of the last meeting minutes and Annual meeting minutes from 2023.

A giant THANK YOU to Sandy Ducharme for being the Secretary and for her time spent on the Board. Sandy is leaving the Board and her time and dedication to VCC is much appreciated.

Financial Report:

Elissa reported on the finances that if we were not in an inflationary period our finances would look solid. Unfortunately that is not the case. Martha has not cashed her employee checks for months. We need additional funding sources without raising fees for membership and Open Studio. Spent some time reviewing the Financials. One third of the VCC expenses are allocated to Marketing.

Report from The Executive Director:

Martha has been spearheading the Initiatives per the direction of the Board.

She has created many documents for new members and educational materials for Open Studio.

She reports that the new office is amazing and nice to “not” be in the flood zone.

In reference to that she notes that many of the VCC members can be in “less than desirable” studio locations as they tend to be real estate with challenges (and therefore less expensive). CERF+ is an important resource for strategies to train the membership and create a disaster PLAN. More to come on this as she asks the membership to follow up with us on what they do or don't have in place.

Green VT is about ready to be implemented on the web site. Many folks use that as a consideration for purchasing art and crafts... How are you sustainable? We have new icons/descriptions and each member will have the Green “key” added to their page. Martha showed an example.

Martha also noted that the new office scene is full of energy and great vibes. Studios, After School Programs, Music and TW Gallery. A much better place for VCC

Report from Ruby Leslie on Open Studio Weekend

This is our 32nd Year this spring for VOS. 136 sites. Ruby said it is an arduous process and lots of work. It would be great to have a web master supplement Martha's time making all this happen. So much gathering of accurate information and endless proof-reading. We have 25 new participants. Ruby thinks this guide could be the best one ever... and so many really topnotch artists/ craftspeople involved.

Report from Katie on The Photography Project

Katie directed this offering and researched how to implement. She gathered willing photographers and set the parameters of how it would work in terms of pricing and what you should expect as a participant. The lifestyle photo shoot package garners you 25-50 high resolution images for advertising/social media (not specific product images). She created a work sheet on “how to get ready” for the shoot. (10) grants of \$200/each have been paid for by the VT Arts Council. The total fee for the shoot is \$500. At this time we have not awarded the money.

Report from Sally / Connections with New Members

Sally reported that she wrote handwritten “snail mail” cards to new members welcoming them to VCC. They were well received (she got emails back saying, “Thx”!). She talked about the importance of connections and real time - real people events and interactions. As we strive to be HANDMADE BY REAL PEOPLE (the antithesis of AI) we need to be cognizant of reaching out in the most meaningful ways to the membership.

Introduction of Peter Evans to join the Board

Peter was introduced and unanimously approved to join the VCC Board. Welcome, Peter!

Next Meeting: Thursday, May 16 at 8:30AM via Zoom

Meeting Adjourned at 12:25pm