

Attendance: Tamela Wells, Tom Bailey, Katherine Caldwell, Amy Brandenburg, Robert Milnes, Rodney Leftwitch, Connie Brown, Blair White, Lee Entrekin, Mark Traub.

Elizabeth Walton and Susan Spies will be in attendance later to present to the Board.

Meeting was called to order at 10:15am.

Roll call

Motion to approve the agenda with the 100th Anniversary discussion added was made by Mark Traub and seconded by Lee Entrekin.

Executive Director's report Tom Bailey:

Tom went over where we stand with our new National Park Service contract, we have a verbal agreement but still waiting for the final contract in writing. It will go into effect on February 1, 2026. Rent will increase from 7% to 8% which translates to approx. \$15,000 increase based on gross sales.

The new shop in the Grove Arcade on the November 29th weekend brought in \$7,000 in sales. We do not have an accurate snapshot of how the shop is doing, but will have after next year.

The Biltmore Village property was one of 6 approved for a \$25,000 grant from the Asheville Preservation Society. We have previously received \$5,000 from them and \$50,000 from the Community Foundation of Asheville.

We briefly discussed the possibility of renting the Biltmore building. Some of the thoughts: Do we want to be landlords? We need to evaluate cost vs return for the Guild.

Tom finished with letting everyone know that Guild member, Sandy Blain passed away and left the Guild \$46,000.

Motion was made to approve the Executive Director's report by Rodney Leftwitch and seconded by Katherine Caldwell

Approved

Committee meetings:

Annual Meeting, Robert Milnes Board Rep.

The Annual Meeting committee has decided on Sarah Wells Rolland for the key note speaker for the 2026 meeting. Also Joey's bagels for breakfast and Atlanta Bread for Lunch. The survey deadline that was sent out is today 12/15.

Collections Committee, Blair White Board Rep.

Blair said the last meeting was really good and a lot was accomplished: Permanent collections pieces can be used for education.

All the mold from Helene on work has been cleaned.

Looking for additional climate controlled space off site.

New software system for storage.

A Carlson Tuttle wood piece was purchased for \$250.00 The work on the Joisie Mast loom is proceeding in baby steps. Lyle is suggesting a product to help restore the dried out wood. The goal is to have the loom ready to use for demonstrations by early 2026.

They are looking for volunteers to help with the data entry.

Education Committee, Amy Brandenburg Board Rep.

Amy brought the committee's suggestions to the Board: Need to be more inclusive as to who can demo as well as have a bigger pool of artist who can demo.

There was a miscommunication about the departure of Heidi from the committee but Tamela had already spoken to her and all cleared up.

Tamela also suggested that the first paragraph of the committee report be removed before entering it into the archives.

We need to revamp and set guidelines for demoing at all locations: fairs, FAC, etc.

Lynn Jenkins would like to see all artists wanting to demo go thru the FAC criteria before they start.

Can we add more Education Centers?

Fair Committee, Katherine Caldwell Board Rep.

The Fair Committee is looking at ways to expand the amount of demos at the fair. Both with paid as well as offering an extra 5 feet of booth space .

The proposal for turning one of the fairs into a 3 day fair to see if it attracts more members to participate was not sent in to discuss for the 2026 fairs. Will review the final proposal. The survey showed support for a three-day July fair .

We had a discussion about demoing at the fairs, bring back outside demo.

We need to mark all the VIP tickets as well as artist who give out tickets so we can better use the data as to help with marketing.

There was talk about guest artists and quality as well as how often they can show if they do not apply to the Guild. Also trying to get more artists to demo and how it will effect the storage between the current booth layout.

Fair committee needs more members.

Finance Committee, Mark Traub Board Rep.

The main focus for the last Finance Committee meeting was to approve a 2026 Budget.

Tom gave the committee a very good report on the state of the Guild and moving forward to 2026.

Most of what the report stated was previously covered in the Executive Director's report.

During our meeting the discussion on the Biltmore Village Shop was to fix /rent/sell. All the members of the committee gave their thoughts. It was a very good think session.

The final outcome was not one member wants to move back in, and since we own the building we are not rushing into anything just yet.

The last part of our meeting was a motion to approve the 2026 budget, all approved.

Outreach Director Report, Elizabeth Walton and Susan Spies

Elizabeth opened with the news that she is applying for her MFA and might be leaving at the end of summer 2026.

Susan Spies, Guild member since 2009, works with Fair and Education Committee. We have an aging membership and clientele. Emerging artist program is here to address this and help with recruitment (for members and patrons).

The emerging artist program came about after the Fair Cindy Lerick report in 2023. How can we tap into the energy of craft fairs?

The program has the basic structure set up to move forward. 2025 PROGRAM: Formalized application and jurying process, brought 55 applicants. As Outreach Director, Elizabeth was creating application forms and email templates.

2026 proposals: Increase cohort size from six to 10; increase jury from 2 to 3 members; increase relationship with Mountain Bizworks (longer access to online programs, etc).

Proposal to increase to ten artists was approved. Connie note that they really need better signage for the Emerging Artists area in the Fair. Board agreed.

Vote on package for Mountain Biz Works – Guild pays \$1500, members pay \$50. (see 2026 CYC proposal).

Motion was made to vote on new Emerging Artist Program proposal by Katherine Caldwell and seconded by Blair White Approved

Heritage Committee Report, Rodney Leftwich Board Rep.

Committee met Sat. Sept 20.

They would like for the Board to consider increasing the stipend for Heritage members to participate as demonstrators due to out of town costs for attending the fair.

Membership Committee Report, Lee Entrekin Board Rep.

The committee had a great but small turnout for the Christmas /Holiday potluck lunch and are planning for 2026. Connie suggested to Lee to bring the committee up to date with the Boards approval and changes to the Emerging Artist Program.

Standard Committee report, Amy Brandenburg Board Rep.

Standards would like to see a more robust jury process for guest artist as well as a rule on how many times you can apply to the show.

Standards would also like to be a part of the process to jury the guest artists.

Do we still want to object jury during the fair?

Can a questionnaire be set up for new members who want to sell in the shops.

100th Anniversary Report

We discussed the possibility of making a documentary as well as some form of collaboration with the Asheville Art Museum, Center for Craft and JC Campbell.

Connie suggested a filmmaker.

Board Retreat is set for February 9th

Other Business

Mike Hatch will be doing the Craft your Commerce again next year. Tamela suggested that we have a MC for the event. It is set for Sept 5th and 6th.

Motion was made Craft your Commerce Program SHCG members will pay \$50.00 each for 2026 by Connie Brown and seconded by Blair white

Approved

Motion was made to approve all the committee reports by Mark Traub and seconded by Amy Brandenburg.

Approved

Motion was made to Adjourn the meeting at 4:11pm by Lee Entriken and seconded by Blair White.

Approved