

Minutes from March 16, 2026 SHCG Board Zoom Meeting

In attendance: Tamela Wells, Connie Brown, Lee Entrekin, Amy Brandenburg, Katherine Caldwell, Robert Milnes, Blair White, Mark Traub, Rodney Leftwich, Tom Bailey

Meeting called to order at 10:06am

Tamela read the fair committee proposal:

The July Fair should be reduced to three days (Friday, Saturday, and Sunday) beginning in 2027, while the October Fair remains in its current form. This change should be maintained for a minimum of two full years to allow evaluation of the effects of the change before considering whether to return to 4 days or to maintain this new schedule.

There are several reasons for this experiment:

- Feedback from members, including our survey as well as other input, is that shortening the July fair has wide support.
- A shorter Fair would be less of a commitment of time, energy and money for exhibitors, making the Fair more appealing to:
 - members who live too far away to return home during the Fair
 - older members
 - members who have not felt their sales have been adequate in the past
 - newer members including those with little or no craft fair experience
- Attendance at the Fairs, and especially in July, may not justify 4 days; the same or similar attendance spread over a shorter time would be more productive for exhibitors.

It is hoped that a shorter Fair will be more appealing to members who no longer exhibit and those who have not yet exhibited with the Guild, helping to keep both the Fairs and the Guild vibrant and relevant.

The discussion which followed brought up many good point such as:

- which day of the week should be cut
- survey the whole guild membership, not just current fair participants
- we went over numbers of attendees, cost of the civic center for a 3-day vs 4-day fair, cost of booth fees, promoting the changes in the length of the show.
- we decided to send out a survey to the entire membership ASAP to gather more information from all members, since the survey that the Fair committee based its proposal on was only for fair exhibitors.

At the end of the discussion, we also touched on a few ways to increase attendance at the fairs by working with the Grove Arcade shop.

Next on the agenda was Biltmore building update and plans.

Tom gave an update on the work that is being done and the planned work to be done. We are doing work that will make the building more presentable to market - windows, plaster, sheet rock, paint, some electrical, etc. We talked about what developments are happening in the village and about the possibility of opening another shop somewhere else.

We moved on to the making of the 100th anniversary documentary:

A video documentary that could be around 45 minutes with shorter trailer or commercials developed from it. Tom said we could go to the Windgate Foundation for funding. Jim Gentry is chair of the 100-year celebration committee. The History of the Guild CD that we have now was done by Ron Ruehl and he could maybe help us. Robert will talk to the Center for Craft about possible support. Connie said that she would talk to Paul Bonesteel, but not until mid-May. Also, Will Eccleston of Kinetiscape Media, who did the Guild's promotional video, should be considered. We discussed how to present the final video online, and a special showing in the FAC auditorium.

Handbook updates:

Teresa Brittain is going over the handbook and finding what needs to be fixed/updated. An example: Heritage Committee is not in the handbook.

She has a rough draft for a new board member orientation that we can use going forward.

Heritage demonstrators at the Guild Fairs:

Demonstrators at the fairs are receiving \$100 a day. Rodney said the fee isn't the question, the question is how much are they allowed to sell in conjunction with demonstrating. Demonstrators can have 20% of their Heritage Booth made up of items they have made for sale. Rodney's question was that there are some people who will spend more of their time selling their work.

Other business:

Amy shared that Warren Wilson students in the craft program will be looking for internship opportunities and was wondering who to connect with in the Guild about this.

Katherine mentioned that there are AI apps that can help with organizing and writing the minutes for our zoom and in-person meetings, which could be used by the committees as well. We had a brief discussion on it.

Connie raised website issues: Directions on the website to the FAC are inaccurate, and the calendar needs updating.

Tom will get with Millie to resolve these issues.

Meeting was adjourned at 11:50am.