

Summer Quarterly Board Meeting Minutes
August 22, 2015

Customs House Museum
200 S 2nd St
Clarksville, TN 37040

Tim Hintz called the meeting to order at 10:04 am.

Roll was taken. The Board Members in attendance were Tim Hintz, Teri Alea, Kim Winkle, Natalie Cuicchi, Jane Ann McCullough, Pat Moody, Mary Ellen Pitts, Aleta Chandler, Jim Hoobler, Linda Nutt, Pat Chaffee, Eve Hutcherson, Meagan Hall, Ben Hopper, Diane Hayes, and Gabriel Greenlaw. Donna Rizzo, Brigitte Dixon, and Laurie Davis, all of the Midstate Chapter, were also in attendance.

Absent with excuse were Dana Blickwedel, Morganne Keel, Anderson Bailey, and David Stempel.

Approval of the minutes of the last meeting was moved by Pat M and seconded by Ben. They were unanimously approved.

President's Report

The President's report was available to the board members prior to the meeting, and no additional comments were made.

Executive Director's Report

The Executive Director's report was available to the board members prior to the meeting. Teri stressed the importance of needing a strong Volunteer Coordinator to replace the former one who is moving away from Nashville. Teri will be launching the Annual Giving Campaign, using the submitted names from the Board members. The appeals will be mailed in early October. We will be utilizing a "\$50 for 50" tagline to encourage donors to at least give \$50.

There is an estate planning workshop in February 2016. This workshop is a partnership with the Arts and Business Council and free to all Tennessee Craft membership.

The Southeast Chapter has volunteered to host the August 2016 meeting, which will be held the first weekend of August in Chattanooga. Their Chapter will host a reception that Friday night that everyone is welcome to attend.

Teri is reworking the 2016 budget to account for changing costs associated with the Fair.

Teri reviewed the Three-Year Strategic Plan that includes the following goals, each with individual corresponding strategies:

- Strengthen the Network
- Market Fine Craft
- Diversify Revenue

- Build Organizational Capacity

Adoption of the Strategic Plan was moved by Diane and seconded by Jim. Adoption was unanimously approved.

Teri stated that Chapter Reports should be sent to Angela Wiggins, a new staff member.

Teri will pursue having Caterpillar as the presenting sponsor at the Fall Fair.

Tim noted that we are developing a good relationship with Tennessee Tourism and that it could aid us in the future as we find ways to promote Tennessee craft and craft artists across the state.

Treasurer's Report

Teri reviewed the financial reports since Dana and Morganne were absent. Ben noted that Green Bank needs to be updated to Capital Bank on the Balance Sheet. Tennessee Craft continues to remain in a healthy financial state.

Committee Reports

Jane Ann moved to make the Workshop and Fundraising committee reports and chapter reports part of the consent agenda. Jim seconded, and the board members unanimously approved.

New Business

Mary Ellen reported that the reception concluding the exhibit and launching our 50th Anniversary celebration and Tennessee Craft Week is on September 25 from 6-8pm at the Centennial Arts Center.

Membership Committee

Tim is looking for a new chair of this committee as the former one has stepped down due to other responsibilities. This committee created the Booth Buddy program and Chapter Leadership Retreat. Its members review the annual membership surveys and propose or modify programs as needed. Tim is proposing having membership from each Chapter so that new ideas come from the grassroots and the initiatives can be appropriately promoted and executed. Chapter Representatives are highly encouraged to serve on this committee. Pat C will serve on this committee.

Branding Committee

Eve will chair this committee. Pat M, Dana, and Natalie will serve on the committee. We need more marketing and branding experts to serve on this committee. The first meeting will be on November 5, 5:30-7pm.

Nominating Committee

Linda will chair this committee. Jane Ann, Ben, Diane, and Kim serve on that committee with Tim and Teri as advisors. Tim has received good nominations from other members. We are looking for a Vice President candidate to begin in January 2016 and have three other Board openings. We are looking for a university and/or gallery perspective or for someone with technology skills. The first

meeting will be September 29 at 3pm at Jane Ann's house. A running list of candidates will be distributed beforehand.

Scholarship Committee

Four full scholarships were awarded this past quarter to two students at Arrowmont School of Arts and Crafts and to two students at Appalachian Center for Craft, plus three \$250 scholarships to Tennessee Craft members.

Diversity Committee

This committee held its first meeting, and several committee members will be meeting with Dana Everts-Boehm to learn more.

Fair Committee

Tim presented the Fair Committee's proposal requiring exhibiting photographers to manually sign each of their photographic works at the Fair. The motion unanimously passed. Tim pointed out the results of a survey with a small population that showed that buyers prefer items that are made by artists.

Board Meeting Schedule

The future board meetings are the following dates:

- Saturday, November 7
- Saturday and Sunday, February 27 – 28 – Board Retreat
- Saturday, May 21
- Saturday, August 6 – Chattanooga
- Saturday, November 12

Adjournment

Aleta moved and Ben seconded adjournment with unanimous approval.