

TENNESSEE ASSOCIATION OF CRAFT ARTISTS
BOARD MEETING MINUTES
Saturday, August 18, 2012

CALL TO ORDER:

The meeting was called to order by President Pat Moody in the parish hall of St. Luke's Episcopal Church in Jackson, TN 10:10 AM.

ROLL CALL:

The following members answered the Roll Call: Paula Bowers-Hotvedt, Chery Cratty, Reneau Dubberley, Russ Harris, Cheryl Hazelton, Tim Hintz, Jim Hoobler, Jane Ann McCullouch, Dick McGee, Pat Moody, Tim Pace, and Alf Sharp, and Kim Winkle. Lolly Durrant, Richard Dwyer, Diane Hayes, Bill Heim, and Morganne Keel were absent with approved excuses. Michele Richards was absent without prior excuse. Teri Alea, Executive Director, was present for the staff.

MINUTES of May 19, 2012 BOARD MEETING:

The minutes had been previously reviewed and accepted by the Executive Committee and had been published on the website. No additions or corrections were offered to the minutes, *thus they were approved as published.*

PRESIDENT'S REPORT:

President Pat Moody commented on the meeting site by reminding the Board that the By-Laws call for an Annual Meeting to be held each year when all members are invited to attend. This meeting is held in conjunction with the Summer meeting of the Board, and moves around the State to make it available to the entire membership periodically. She thanked everyone for coming, despite longer driving distances for most members present.

EXECUTIVE DIRECTOR'S REPORT:

Teri discussed selected highlights from her formal written report that had been distributed to the Board prior to the meeting. She began her report by relating a recent event in which the staff took special care to assist a new CV TACA member who needed to process her application for the Chapter Booth at the Fall Fair. "Above and beyond the call. . ." activities by staff were cited as representative of the quality of interaction within TACA, and the care taken to meet the needs and concerns of the membership. The incident resulted in a letter of sincere appreciation from the member, who described herself as "having a story to share with others" about the values of TACA membership. Teri emphasized that, although important, this is not an isolated incident, but a concrete example of TACA's typical readiness to be of service to members when needed.

Teri noted that she had organized her report according to the format of the Three Year Strategic Plan.

Board Development activities are being planned in conjunction with the Center for Nonprofit Management for a three-tiered Board training plan to be initiated at the November meeting. Conversations and meetings are being held with targeted individuals in connection with the formation of an Advisory Committee.

Branding/Marketing steps included contact with a professional marketing firm which resulted in the conclusion that we cannot afford the \$40,000 it would take to professionally re-brand TACA. An in-house approach will include the formation of a Marketing Committee, and the definition of its charge. The Biennial Exhibition will also be a key branding activity. Plans are set for inviting Museum Curators and Directors across the State to visit the Biennial for the Saturday night Public Reception to meet the Biennial Juror, Martha Connell. This is intended to initiate networking that will result in developing future exhibition venues for Tennessee Crafts. A sponsor has agreed to provide beverage service for the reception. Several planned events demonstrate TACA's outreach with partners in the art world. These include demonstrations at Cheekwood's Harvest Festival, the Airport, local school programs, and a special focus group organized by CERF+.

Fundraising. The Annual Giving Campaign is about to begin. Teri explained the process whereby Board members submit lists of collectors and other potential donors for direct solicitation efforts. The VIP tent at the Spring Fair signaled a very good first step in recognizing sponsors and donors, and will be expanded at the Fall Fair. Board members were asked to drop by and "host" the event for brief periods of time.

Teri abbreviated her oral report in the interest of time, but referred members to the full text that had been received via email. Reneau Dubberly commented that the Executive Director's reports were very thorough and informative, and thanked Teri for her efforts.

TREASURER'S REPORT:

Teri presented the financial reports in Morganne Keel's absence. She discussed the Balance Sheet and Income Statements for Fiscal Year 2012 (July 1, 2011 - June 30, 2012).

The Annual Balance Sheet shows the following key items: (Including Chapters)

Cash Assets:	\$ 118,452
Total Current Assets:	\$ 120,771
Total Assets	\$ 123,078
Accounts Payable:	\$ 1,025
Total Liabilities:	\$ 3,759
Net Income	\$ -3,914
Total Equity:	\$ 119,319
Total Liabilities & Equity	\$ 123,078

The Annual Income Statement shows TACA's 2012 income and expenses: (Without Chapters)

	<u>Actual</u>	<u>Budget</u>
Contributions	\$110,139	\$148,425
Earned Income	\$192,508	\$190,400
Total Income	\$328,920	\$363,250
Total Expenses	\$337,763	\$363,450
Net Income	\$ -8,198	\$ 850

Teri called attention to the Revenue items which, as a group, attained only 90.5% of the budgeted goal. This shortfall was primarily in the Annual Giving Campaign (22.3% of Budget) and Corporate Sponsorships (47.8% of Budget.) Total Expense was 7.1% below budget due to the careful management of resources during the year by our dedicated staff.

The 2012-2013 Annual Budget had been presented to the Board at the May 19 meeting, and received as information, pending additional review. Teri discussed the revised budget proposal that had been distributed prior to this meeting. She called attention to key items:

	<u>2013 Budget</u>	2012 Actual
Ordinary Income/Expense		
Total Contributions	\$178,900	\$110,139
Total Earned Income	\$184,995	\$192,508
Total Expected Revenue	\$387,895	\$328,920
Total Expected Expenses	\$385,195	\$337,763
Working Capital Reserve	\$ 2,700	\$ 0
Net Balance	\$ 750	\$ -8,198

Teri explained the challenging aspects of this ambitious budget by pointing out that some increases in Government Contributions are already a reality. She explained the Salute to Excellence Awards given by a local foundation to exceptional non-profits, and TACA is going to work hard to be a recipient next year. Determination is strong to increase the Annual Giving yield this year. Expense items which are new, or greater than last year include a line item for Information Technology, funding of a Capital Reserve fund, more money allocated to Education and Outreach, and for Training and Development for the Board. All of these areas are necessary for growth, and we must grow to become more attractive to donors and sponsors.

After a general discussion, that included opportunities for Planned Giving in wills, insurance programs, and other financial instruments, Alf Sharp suggested that it would be helpful for Teri to write out the set of assumptions that guides her mental processes as she creates the annual budget. She acknowledged that she makes written notes to herself in planning budget items, and she promised to distribute in the next week her working Excel document which has those notes and assumptions.

Reneau Dubberley moved that the Board accept the 2013 Budget as presented and discussed. Dick McGee seconded the motion. There was no further discussion, and the motion passed. *The 2013 Annual Budget was accepted as prepared and presented.*

COMMITTEE REPORTS:

Membership Committee

Tim Hintz reported as Chair of the committee by highlighting key points in his previously distributed report. The committee has developed an outreach plan to be implemented by the Chapters, in partnership with art departments at schools throughout the State. Each Chapter will select one student who will receive a space to display and sell their work in a Student Group Booth at TACA fairs. The committee recommended that the selected students be granted a free "green" membership in TACA for two years. The committee is developing a "Craft Fair Survival Guide" for new exhibitors, and also assisting in the revision of the Chapter President's Manual.

Following his report, Tim moved the recommendation to grant two-year free memberships to students selected for the Student Group Booth. Reneau Dubberley seconded the motion. The motion passed: *Students selected for the Student Booth will receive free "Green" memberships in TACA for two years.*

Russ Harris complimented the Membership Committee Chair for his very informative reports received prior to each meeting.

Fair Committee

Russ Harris reported as Acting Chair. At the November meeting, the committee will be ready to report on its study, to be completed with an additional survey immediately following the Fall Fair, on the issue of including painting and drawing media in TACA's fairs. The committee is considering issues raised by a proposal from Claudia Lee to create a group booth for eight to ten paper artists at the fairs. Teri spoke briefly about the need for a series of sub-committees of the Fair Committee, each tasked to assist the Executive Director by managing specific duties that must be performed at the fairs. These sub-committees will handle ad hoc issues as they arise, and free the ED to assume the role of "Hostess to the Community" for the purposes of development, promotion, public relations, and good will.

Workshop Committee

Paula Bowers-Hotvedt reported on a professional development conference to be held at Watkins Institute on March 23-24, 2013. TACA is working with Donna Branch to bring ArtBizCoach Alyson Stanfield from Colorado to Tennessee to hold a workshop for artists on "Shameless Self-Promotion for Artists." The chapters will be encouraged to underwrite member participation by making tickets available to their members.

OLD BUSINESS:

Honorary Members

Pat observed that Article 3, Section 3 of the By-Laws provides for the naming of Honorary Members in TACA through election by the Board. It has happened twice that Master Demonstrators at the Fall Fairs have become Honorary TACA Members, but that decision and practice has never been officially ratified by the Board. It is necessary to eliminate the ambiguity of this practice and insure that TACA remains in compliance with the By-Laws. Following discussion, Russ Harris moved that TACA discontinue the practice of making Master Demonstrators Honorary Members of TACA. Reneau Dubberley seconded the motion. The motion passed: *TACA will elect Honorary Members only as directed by the By-Laws.*

Permanent Collection Committee

Dick McGee, Chair reported that the committee initiated its work by considering whether or not having a Permanent Collection serves TACA's mission, and if TACA should extend beyond its current method of acquiring craft items. Discussion on both of these issues will continue as the committee deliberates some specific tactical procedures. Committee membership includes both long-time TACA members and currently active professional museum and gallery curators. The committee focused briefly on the new costs that will be incurred to properly manage a collection. Sources of revenue and labor will have to be determined. It was suggested, and agreed, that our collection should henceforth be called the "TACA Master Artist Collection", and the committee renamed accordingly.

Advisory Council

Jane Ann McCullough reported that work is proceeding to identify and recruit a broad group of people who possess specific knowledge, name recognition, and skill sets to provide advice and consultation to the Board and Executive Director on an as-needed basis. Representatives from TACA have met with foundations, and received a positive response. Several names have been suggested, and are being approached. Guidelines for recruiting and selection are being drafted, and ideas for the next steps in the development of the Council are coming together. As this work is nearing completion, according to a decision reached at the February 5, 2012 Board meeting, Teri will organize the results of this committee's work and report them to the Board, with her recommendation.

Strategic Goals and Fair Sub-Committees

Teri briefly discussed her ideas for the definition and task of each of the new ad hoc committees that will be necessary to carry this three-year plan forward, and she indicated individual persons she had contacted to serve as chair, or member of each committee. They will begin meeting between now and the November Board meeting. She also commented on the tasks of several three-to-five-member Fair Committee Sub-committees that she has been developing. They should be in place for the Fall Fair in September.

NEW BUSINESS;

Nominations for the 2013 Board Election

Pat announced that a Nominating Committee has been named to develop and present a single slate of members to the Board at the November meeting. She requested that anyone having a suggestion of a name to be considered for possible inclusion on the slate should: first, ascertain that the person would agree to serve if elected; and secondly, forward that name to her, or to Tim Hintz, Diane Hayes, Jane Ann McCullough, or Katie Dann as soon as possible.

Annual Board Retreat

Pat announced that a committee has been formed to plan and organize the 2013 Retreat to be held on February 8-9. It may be held again at the Town Village Real Estate office on Hillsboro Rd. in Nashville.

Next Board Meeting

Pat reminded everyone that the next board meeting will be at Kraft CPAs in Nashville on Saturday, November 10, 2012.

ADJOURNMENT:

There being no further business, Russ Harris moved, and Reneau Dubberley seconded his motion, that the meeting adjourn. *The motion passed and the TACA Board adjourned at 12:20 PM, until November 10th, 2012 in Nashville, TN.*

Respectfully submitted:

Dick McGee

Secretary