

TENNESSEE ASSOCIATION OF CRAFT ARTISTS

BOARD MEETING MINUTES

Sunday, February 5, 2012

CALL TO ORDER:

The meeting was called to order by President Pat Moody at the offices of Village Real Estate Service, 2206 21st Ave. South, in Nashville TN at 9:00 AM.

ROLL CALL:

The following members answered the Roll Call: Paula Bowers-Hotvedt, Chery Cratty, Reneau Dubberley, Lolly Durant, Richard Dyer, Russ Harris, Cheryl Hazelton, Bill Heim, Tim Hintz, Jim Hoobler, Morganne Keel, Jane Ann McCullough, Dick McGee, Pat Moody, Michele Richards, Alf Sharp, and Kim Winkle. Diane Hayes and Tim Pace were absent on approved excuse. Teri Alea was present from the staff.

MINUTES of NOVEMBER 12, 2011 BOARD MEETING:

The minutes had been previously reviewed and accepted by the Executive Committee and had been published on the website. When presented for approval by the entire Board, there were no additions or corrections. Reneau Dubberley moved to approve the Minutes; Bill Heim seconded the motion. *The motion passed; the minutes of the Nov. 12, 2011 meeting were approved as published.*

PRESIDENT'S REPORT:

President Pat Moody noted that TACA is in good hands under the leadership of the Executive Director and her staff.

Pat also observed that she is very excited about the new 1-year and 3-year plans developed at the Board Retreat, and is anxious to get to work on them.

Financial security for TACA is essential. The Executive Director is hard at work on developing sponsorships for the two fairs and the Biennial Exhibition. More than at any time in our history, we have an Exec. Dir. who is actively engaged in fund raising. She needs names of suggested contacts at Foundations, Corporations and other donor agencies, and Board members can help with this.

Pat explained the role and function of the Executive Committee for the benefit of the new Board members. In the last month the, Exec. Com. approved a statement of TACA's goals for the coming year, as well as a draft of the Annual Budget for 2013. Both are required for the application submitted to the Tennessee Arts Commission (TAC).

The TAC review of our 2012 application went well, and we were given a high rating by that panel. Since TAC uses their scores for two consecutive years in our grant category, we will also rate highly in 2013. The unknown is what funds will be allocated to our grant category The

only issue was our financial deficit last year. The Metro Nashville Arts Commission (MNAC) grant review did not go so well, largely because they have changed their criteria for awarding grants. However, the grant allocation committee is well acquainted with TACA and Teri, and they gave us the same award as the prior year.

The Executive Committee is composed of the current four officers, plus two members of the Board elected by the whole Board. Reneau Dubberley and Alf Sharp are rotating off the Executive Committee this year, and Pat proposed replacing them with Kim Winkle and Bill Heim. Tim Hintz moved acceptance of the proposal, and Reneau Dubberley seconded the motion. *The motion passed; Kim and Bill will become members of the Executive Committee for the next two years.*

Pat restated the plan for implementing the new strategic plan. Sissy will record the critical decisions and forward them to the Special Task Force for review. The staff with direction and guidance from the Task Force will develop an action plan to support these goals. Once this draft is reviewed by the Task Force, the material will be emailed to the Board for comment, and then it goes back to the Task Force for revision, final adoption, and a recommendation to the full Board.. It is expected that this can be accomplished before the next Board meeting in May.

EXECUTIVE DIRECTOR'S REPORT:

Teri also commented on the new Strategic Plan by noting that it is easy to reach agreement at the more abstract and general level, but agreement is not so clear when the issues become more detailed and specific. However, granting agencies, especially TAC and MNAC want to know precisely what outcomes we will commit to in exchange for grant awards.

Teri observed that we are good at counting and measuring what we do, but we need to capture more of the TACA activities that go on at the Chapter level, and these events should be recorded under each of the specific goals of the organization as a whole

Teri stated again her need for suggested names of key decision makers in Foundation and Corporate donor agencies. To show that a direct contact to the proper person really works, she cited a specific instance where a tip to contact the proper person resulted in conversation that indicated a sponsorship request and potential award will be seriously considered because of our mention of a family member's name related to the foundation's president. We expect an award will be made but are unsure at what level they will support us.

Plans for the Spring Fair are moving forward. We have been approved for use of Centennial Park for the next five years, unless a planned construction project is initiated. This does not seem very likely, given the current Metro Parks Dept. budget.

The Master Artist/Apprentice program is going well. The *Nashville Arts Magazine* is interested in the project, and an article may be expected in a forthcoming issue. Due to our media sponsorship from the magazine there will be half-page ads in issues to be published just before each of the fairs and the Biennial Exhibition.

Teri has been meeting with people who represent groups interested in connecting with TACA artists. The Heritage Foundation wants to have TACA artists demonstrate their craft at

fairs in downtown Franklin. The state tourism department wants to link to artisan retail outlets and artists' websites as part of an ongoing effort to get tourists off the main highways and into the back roads where they can see all of Tennessee. Their TN Trails and Byways maps will direct the tourists to artist studios and retail locations, and introduce them to Tennessee Craft. This could be a major step in TACA's interest in developing its brand. There is already a model out there, The Artisans Center of Virginia where craft artists enter into a formal agreement with the Artisan Center (<http://www.artisanscenterofvirginia.org/>).

Teri led a discussion on "How do we connect with what is happening in the local Chapters?" The chapters could promote the statewide TACA organization and brand as the "mother" organization in all of their regional sales, studio tours, and other events. While there is an acknowledged sensitivity to each chapter's autonomy and independence in the planning and implementing of their own regional events, there is also a reasonable *quid pro quo* arising from the annual kickback of dues to each Chapter. Jim Hoobler proposed a TN Craft Weekend every year, during which all the chapters would simultaneously sponsor a state-wide TACA presence at an event in each local region. This idea was actively discussed and was deemed to merit further consideration. Chapter Reps were asked to raise, and promote, this issue at their chapter meetings.

Teri noted that the house which serves as TACA's office is now on the market, and we may have to relocate to new quarters. She requested any ideas and suggestions from Board members regarding potential office sites. At a minimum, the asking sales price of the property suggests that we may reasonably expect a rent increase when it sells, and this might make relocation seem an attractive option.

TREASURER'S REPORT:

Morganne Keel distributed and discussed the Financial Reports for the period July 1-December 31, 2011. This represents the first half of the 2012 Fiscal Year.

On the Balance Sheet, Morganne pointed out:

The Vanguard Investment account has not been touched during the period.

The Chapter Account balances are correct as of December 31.

The Government Grant funds are booked both as Accounts Receivable and as Current Liabilities because the matching rules require that we spend our matching money before the grant award is received.

Prepaid Expense refers primarily to insurance premiums which have already been paid.

All of our Fixed Assets (furniture and equipment) have been fully depreciated.

The Net Assets are primarily tied up the Total Cash Account.

The Profit & Loss (P&L) statement compares actual income and expenses with the current annual budget. She called attention to and explained specific budget variances.

The Government Contribution is actually \$57,000, \$19,000 of which is listed elsewhere for the Master Artist/Apprentice program, which we did not budget.

Revenue from the Annual Giving Campaign is significantly below budget.

Salaries for Staff is less than budgeted because of a vacancy after Katie departed.

The excess of Space Rent expense over budget is chapter expense.

Morganne referred to the P&L by Class, with and without Chapter data, to answer specific questions raised by members. The P&L without Chapters gives the best picture of TACA's financial performance in the first half of the year.

This report shows a Net Income of \$18,681 during the period July-December. The Net Income on the Balance Sheet which, includes the Chapter Data, was \$18,755.

Members of the Board praised the continuously improved clarity of the Financial Report documents, and the presentation of them by the Treasurer.

COMMITTEE REPORTS:

Biennial Committee:

Pat reported that the first meeting of the committee has been held. The *Biennial Exhibition: The Best of Tennessee Craft, 2012* will be held at the Tennessee State Museum from Aug24 through October 21, 2012. An Artists' Reception will be held on Saturday Sept. 29th, during the Fall Fair. There is one outstanding issue, and that is that the costs will be higher than expected and the budget deficit could be as much as \$3,000 - \$3,500. This is due to the fact that there are costs for contract labor, and for catering the Artist's Reception, which could be even greater if a bartender is required. These items are not included in the budget of the venue, and must be borne by TACA. Labor is necessary for security, as well as for set-up of the displays. If we locate a sponsor there will be no problem, otherwise we must expect a loss. There was discussion of setting the entry fee high enough to off-set the extra costs. This may be explored further. Jim Hoobler suggested making formal invitations to the curators of major museums around the state so they could see directly how future Biennials could be mounted in their locations. Another suggestion was to invite legislators to visit the Biennial to meet and greet constituents from their home district when groups, especially of school children, are scheduled to tour the exhibits. After a general discussion of the issues, Russ Harris moved that TACA should move ahead with the Biennial, despite the potential financial loss. Alf Sharp seconded the motion. *The motion passed; planning for the event, including the search for a sponsor, will continue.*

Membership Committee:

Tim Hintz began his report by asking if there were any questions about the committee report which had been mailed in advance of the meeting. The Committee met once to plan the Chapter Presidents that was held in Nashville on January 21st. The committee is encouraging every chapter to designate one member to coordinate getting every member to renew membership for this next year. The committee is searching for ideas for incentives for chapters to participate in the inter-chapter competition to achieve the largest percentage increase in growth

over last year. Another goal of the current year is the collection of information about member expertise that could be used in the TACA mentoring program as a benefit to membership. The committee is planning to develop a formal proposal to develop mentoring and present it to the Board. The Presidents' Retreat on January 21st. was quite successful in building the inter-chapter network. It is felt that the President's Retreat program has good potential for the growth of TACA on the local level and chapters were encouraged to consider bearing the cost of an overnight stay for their chapter president to attend each annual meeting.

Fair Committee:

Pat reported on the Fair Committee which is currently without a Chair. She has asked Russ Harris to chair the committee for one year. He has agreed.

Pat sees the Fair Committee as very important for reviewing and suggesting policies for the Board to consider. Currently, the items of business that require Fair Committee review include:

The evaluation of our experience, and a recommendation for adding painting and drawing as acceptable media in TACA fairs.

Reviewing and determining new award categories for judging at fairs.

Determining the selection and recruiting of jurors and judges for the fairs.

Making a decision about arts groups selling at our fairs.

Pat reminded everyone that there is a need for Board members to sign-up for volunteer service at the fairs.

There is talk about using the VIP tent, where breakfast is served, as a place where sponsors and donors can relax in comfortable seating with food and drink throughout the day.

Workshop Committee:

Tim Hintz reported that there are now more than enough registrations to guarantee payment of the presenter's honorarium. There are still spots available. The committee feels that this is the proper time to begin planning future workshops by identifying useful topics and presenters for them. Reneau Dubberley suggested considering new venues in convention centers in urban areas where hotel rooms could be contracted along with the meeting space. This is an *ad hoc* committee whose duties will expire with this workshop in March. The chair urged that a new chair be appointed, along with committee members so the work of planning educational workshops for members can continue without interruption.

OLD BUSINESS:

Pat raised again the issue of a TACA Permanent Collection. We own three pieces which have been donated by the Master Artists who presented their work at the Fall Fairs, plus one other donated piece. There is a need for policies and procedures related to acquisition of new pieces, storage, display, security, and insurance. Pat has asked Dick McGee to chair an *ad hoc*

committee to develop these guidelines, and he has agreed. Other members of the committee will be named soon.

NEW BUSINESS:

Pat raised the question: Does TACA need an Advisory Board? It is not uncommon for non-profits to assemble a group of people with specific knowledge and skills, who are in a position to make things happen in the community, to serve in a consultative capacity to the Board and Executive Director. They do not sit on the Governing Board, nor have a vote on matters that come before the Board. After a general discussion of the question, the Board reached a consensus that Teri should explore the possibilities and come back to the Board with some recommendations.

The By-Laws require that one meeting of the Board each year must be announced and advertised to the membership as the Open Meeting at which all TACA members are invited to attend and express matters of interest or concern to them. This meeting has previously been held in February when all TACA members were invited to attend the Annual Retreat. Since that is no longer the case, a new designation must be made. Pat proposed that the August meeting was appropriate since that is the one which moves around the state and the membership living outside the Nashville area would have an opportunity to attend periodically. This proposal was accepted by the Board, and the Open Meeting for FY 2012 will be held August 8, in the Jackson, TN vicinity.

Pat noted that we have a record of all the volunteers at the fairs, which includes some Board members. Granting agencies especially like to have reliable information about how much time Board members volunteer for service to the organization, as well as any in-kind donations made in the course of such service. We have neglected to collect such information in an organized fashion. Pat has asked Dick McGee to develop a tool that could be used by the Secretary to record and report hours of volunteer service and in-kind donations by Board members. That tool has been developed, and will be implemented immediately. Information will be collected back to July 1, 2011 in order to have a complete record for FY 2012. In addition to recording time and travel spent on Board meetings, activity related to committees, fund raising, fairs, and special projects will be recorded. Travel time and mileage from members' homes to meeting sites will be taken from currently published Rand-McNally trip planning software, and in-kind donations will be calculated using guidelines available from government agencies such as GSA and IRS.

There is an Annual Arts Advocacy Day held in Nashville around the time that the legislature is preparing to vote the appropriations which fund the TAC. They like to hear stories and experiences from individual artists and arts organizations that explain what these funds are

accomplishing throughout the state. Board member participation on behalf of TACA is important and much appreciated by TAC. This year Arts Advocacy Day will be held on March 27th, 2012.

CHAPTER REPORTS:

Chapter reports have been pre-mailed to the office, and will be studied by staff and retained in the historical archives.

OPEN DISCUSSION:

Pat announced that there was no further business to conduct, but there was time for an open discussion of member concerns and issues if any were presented. The procedures and schedule for managing the Strategic Planning material was explained again.

Pat expressed thanks and appreciation to all members for attending the Retreat and meeting throughout the weekend. She announced that the next meeting would be on May 19, 2012 at the offices of KraftCPAs in Nashville.

ADJOURNMENT:

Russ Harris moved that the meeting be adjourned. The motion was seconded by Reneau Dubberley. *The motion passed; the meeting was adjourned at 12:20PM until May 19th, 2012.*

Respectfully submitted:

Dick McGee
TACA Secretary