

# TENNESSEE ASSOCIATION OF CRAFT ARTISTS

## BOARD MEETING MINUTES

**Saturday, May 18, 2013**

### **CALL TO ORDER:**

The meeting was called to order by President Tim Hintz at the offices of KraftCPA, in Nashville TN at 10:08 AM.

The following members answered the Roll Call: Tim Hintz, Paula Bowers-Hotvedt, Donna Branch, Chery Cratty, Reneau Dubberley, Richard Dwyer, Jim Hoobler, Morganne Keel, Jane Ann McCullough, Dick McGee, Pat Moody, Tim Pace, Laurel Sprague, Anderson Bailey, and Kay MacLaughlin. Alf Sharp, Kim Winkle, Doug Elkins, Bill Heim, and Ben Hopper were absent with an approved excuse. Diane Hayes was absent without prior notice. Teri Alea was present from the staff, and Board Intern Natalie Cuicchi was also present.

### **MINUTES of FEBRUARY 10, 2013 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; Richard Dwyer seconded the motion. *The motion passed; the minutes of the Feb. 10, 2013 meeting were approved as published.*

### **PRESIDENT'S REPORT:**

Tim Hintz opened the meeting by thanking all members of the Board for attending the meeting, which included long travel times for several, and for their participation in TACA activities during the past three months. He called special attention to the financial support Board members have given to the Tennessee Craft Fair Awards program, and for their hours of volunteer service at the fair. Tim also praised the staff for outstanding work to organize and manage the fair. Members of the Board donated a total of \$1850, and TACA added an additional \$600 to sponsor eleven awards at the May 3-5 fair.

Tim reminded the Board of the work done on the Strategic Plan at the February Board meeting, and urged again that all committee agendas, and reports, be organized and structured according to the Strategic Plan so that there will be a record of the implementation of the Plan.

The Board Development Committee has completed work on a plan for training new Board members to introduce them to the organization, and help them contribute their time and talents to the work of the Board sooner and more efficiently. Tim reminded the Board that we will need a Nominating Committee in place and ready to function at the next Board meeting.

Tim commented on the "Salute to Excellence" Awards that are organized by the Center for Non-Profit Management, and sponsored by various local corporate and foundation entities. Non-profit groups can apply for up to two of these awards each year. This year Teri prepared an application for the Frist Foundation Award for "Innovation in Action". This application was submitted just prior to the Fair in early May. The Sun Trust Bank award is specifically designed

for Arts Organizations, and we believe TACA has an excellent chance to be recognized if we submit an application in the next review cycle.

At the present time, all standing and ad hoc committees except the Biennial Committee have a chair in place, and are holding meetings to fulfill their agenda,

Tim reported that he has been apprised that the State of Franklin Chapter would welcome the chance to host the TACA Board meeting in August, 2013, and he called on Reneau Dubberley to speak on behalf of the chapter. Reneau reported that the meeting would be held in Johnson City, TN on Saturday, August 10 at the Power Board Building, with fun and relaxation on the lake afterwards. Arrangements have been made for reduced rates for lodging, and a number of local members will open their homes to Board members as well. He anticipates that most members will chose to travel in on Friday, and return home on Sunday. Following Reneau's invitation, Donna Branch moved that the Board hold its August meeting in Johnson City. Paula Bowers-Hotvedt seconded the motion, which passed unanimously. *The August meeting will be held in Johnson City on August 10<sup>th</sup>, and will be hosted by the State of Franklin Chapter.*

#### **EXECUTIVE DIRECTOR'S REPORT:**

Teri introduced her report by making reference to another "mission moment" which she presented as an example that TACA is on track in fulfilling its mission. She related an event in which a Highland Rim member participating in the Chapter's group booth had sought a critique of her work, and design advice from one of TACA's Master Craftpersons. The resulting feedback has enabled that member to move to a higher level of production and sales, thereby demonstrating the value of sharing information, experience, and talent which is the heart of TACA's mentoring program. Teri asked Board members to look for and submit stories that describe examples of TACA's mission in action.

Teri highlighted specific areas of the report she had previously prepared and distributed.

TACA will have the first meeting of the new Advisory Council later this month at the home of Steve Sirls.

The TACA Board would benefit from having members with expertise and experience in Fundraising and Marketing. Current members should remain alert for individuals who could contribute in these areas.

The 2014 Biennial will probably be rescheduled for 2015 to be concurrent with TACA's 50<sup>th</sup> Anniversary. Teri is considering making a request to have an Anniversary event hosted by the Tennessee first family at the Governor's Mansion. Jim Hoobler is interested in helping with that request.

Teri is having a meeting with the Executive Director of the Tennessee Arts Commission next week to discuss the prospects of a name change for the association.

Board members should remain vigilant for sources of donations and sponsorships.

In a brief report on the Tennessee Crafts Fair, Teri mentioned that it was again very successful despite the inclement weather. She commented on the new shuttle service provided by the Nashville International Airport that ran between the fair site and the HCA building parking lot. The airport wants to continue this sponsorship, and extensive promotion of it will precede the Fall Fair. Teri also discussed new promotional material for the fair prepared by local printmakers. She is interested in having a new poster created for each future fair.

Teri also reminded the Board that she is thinking constantly about prospects for a retail store for TACA Craft. At present she is concentrating on an idea of organizing a series of “boutiques-within-boutiques”. Procedures for managing such a plan are being seriously considered and will be discussed further. Actual sites could be the responsibility of the local chapters, with a state-wide system for jurying work and contracting between TACA and the member-artists who participate.

### **TREASURER’S REPORT**

Morganne Keel reviewed the Financial Reports for the period July 1, 2012 through April 30, 2013. These reports had been previously distributed to each Board member. She highlighted the following important results from the Balance Sheet for the period:

|                        |           |                        |           |
|------------------------|-----------|------------------------|-----------|
| Total Cash Accounts    | \$ 200.0K | Accounts Payable       | \$ 8.1K   |
| Grant Funds Receivable | \$ 14.6K  | Total Liabilities      | \$ 23.0K  |
| Total Assets           | \$ 218.4K | Total Equity           | \$ 195.3K |
|                        |           | Total Liability/Equity | \$ 218.4K |

Morganne primarily reviewed the Profit and Loss Statement, without Chapter Accounts.

|                     |             |                  |
|---------------------|-------------|------------------|
| Total Income:       | \$ 356.3 K; | 92.3% of Budget  |
| Total Expenses:     | \$ 285.9 K; | 85.3% of Budget  |
| Net Ordinary Income | \$ 70.4 K;  | 104.6% of Budget |

Morganne had also prepared and distributed a narrative in which she discussed individual line items that showed significant variances from the current budget, and explained the cause for each one. This extra report was praised as very helpful and informative. There was a brief discussion about what some members saw as higher-than-reasonable budgeting of specific revenue lines, and Teri commented on her rationale for estimating expected income.

### **COMMITTEE REPORTS**

**Membership Committee:** Anderson Bailey, chair, commented on the College Scholarship program which will help TACA become known within the art schools as students’ craft products are juried, and selection is made for participation in the fairs.

**Fair Committee:** Pat Moody, co-chair, made a strong appeal to the Board members to step up and volunteer for duty at the fairs, especially on the Thursday when set-up duties require a lot of extra help for the staff. Special parking may be made available for exhibitors who volunteer to assist on set-up day. The Fair Committee is well staffed at present. The addition of Guild members from neighboring states to TACA fairs is a move that was well received, and may prove to be good for TACA.

At the conclusion of the Fair Committee Report, Reneau Dubberly moved that the Board dispense with hearing Committee Reports because they had been previously distributed to all members. Cherry Cratty seconded the motion, which passed unanimously without discussion. *By*

*this action the Board established a new precedent of considering Committee activity only if the distributed report raises questions, or recommends action that requires a vote of Board.*

#### **CHAPTER REPORTS:**

Laurel Sprague moved that because Chapter Reports had been previously distributed to the members, the Board should dispense with hearing individual Chapter Reports. Jim Hoobler seconded the motion, which passed unanimously.

Tim reminded the Chapter Representatives of their responsibility for sending in the Chapter Report in advance of each meeting. It may be that some chapter presidents will elect to write the report for the chapter, but it is the Board Representative who is responsible for getting it in.

#### **OLB BUSINESS**

Tim announced that he knew of no Old Business to come before the Board, and none was offered by those present.

#### **NEW BUSINESS**

Tim commented that the primary New Business to be considered related to that part of the Strategic Plan that deals with Branding and Marketing. Teri then led a discussion on the rationale for considering a name change for TACA.

Teri pointed out that the word “association” in an organization’s name usually connotes an inwardly looking, self-serving group of people. Yet, because we are a 501(c)3 organization under IRS Rules, we must maintain an outwardly directed program of community education and service. We need a name which is short, and easily conveys both an inward, and an outward focus of interests and activities. The names *Tennessee Craft* and *Craft Tennessee* were discussed at length. Significant people among our stakeholder groups are being queried as to their reaction, and advice, relative to a name change for TACA. This will be an ongoing activity until resolved.

Teri also discussed the results of a member survey on the topic of a name change. When asked about how often members have to explain what TACA means to donors and sponsors, 50 per cent of the respondents answer “Most of the time or Always.” Only 25 per cent answer “rarely or never”. The other 25 per cent said “Some of the time.” When asked if they would support a name change 30 percent said “Yes”; 23 per cent said “No”; and 47 percent said “Don’t know.” Most of those who answered “Don’t know” also added a thoughtful comment.

Teri has developed a time-line for considering the name change, in the context of TACA’s technical upgrade of the database and website, plus a marketing plan for 2014 and beyond. It leads up to the 50<sup>th</sup> Anniversary year. Teri asked for ideas and comments to be addressed to her. There may be a called meeting of the Board during July to work further on this important issue. In the meantime, information is being prepared for Chapter Representatives to take to their Chapter meetings to inform the membership that the Board is strongly considering a name change, and why this is seen as desirable. Ideas and suggestions from chapters will be very welcome.

In other New Business, Kay MacLaughlin noted that some members of MACA had commented that TACA should prepare a new “Welcome” letter designed for former members who renew their membership each year, and should discontinue sending the letter used for new members to these “old-timers”.

## **ADJOURNMENT**

There being no further business, Pat Moody moved that the meeting be adjourned. Anderson Bailey seconded the motion, which passed without discussion. *The meeting was adjourned at 1:10 pm until the August 10<sup>th</sup> meeting in Johnson City, unless an extra meeting is called in July.*

Respectively submitted:  
Richard K. McGee  
Secretary