

TENNESSEE ASSOCIATION OF CRAFT ARTISTS
BOARD MEETING MINUTES
Saturday, August 10, 2013, Gray Fossil Museum

CALL TO ORDER:

President Tim Hintz called the meeting to order at noon at Gray Fossil Museum in Gray, TN.

ROLL CALL:

The following members answered the Roll Call: Tim Hintz, Paula Bowers-Hotvedt, Kimberly Winkle, Chery Cratty, Reneau Dubberley, Pat Moody, Diane Hayes, Morganne Keel, Lolly Durrant, Diane Hayes, Richard Dwyer, Doug Elkins, Jim Hoobler, Ben Hopper, Anderson Bailey, Natalie Cuicchi. Alf Sharp. Jane Anne McCullough, Dick McGee, Tim Pace, Bill Heim, Jane Ann McCullough, Donna Branch, Kay McLaughlin, and Laurel Sprague were absent with approved excuses. Teri Alea, Executive Director, was present for the staff.

MINUTES of May 18, 2013 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. Reneau Dubberly made motion to accept the minutes and Richard Dwyer seconded. Thus, minutes were approved.

PRESIDENT'S REPORT:

President Tim Hintz

Official report was sent via e-mail prior to meeting.

-Tim thanked the State of Franklin Chapter and the Gray Museum for hosting the board meeting.

-Tim reviewed the nominating committee for approval for the next term: Diane Hayes, Laurel Sprague, Kimberly Winkle, Paula Bowers-Hotvedt, and Richard Dwyer.

Chery Cratty made motion to accept the nominees, Reneau Dubberly seconded and the motion was approved.

EXECUTIVE DIRECTOR'S REPORT:

Executive Director: Teri Alea

Teri discussed selected highlights from her formal written report that had been distributed (via e-mail) to the Board prior to the meeting.

-Teri shared recent fundraising success: Teri was successful in getting a new sponsor for Fall Fair. Nissan (LEAF will be the new fall fair presenting sponsor. The fair occurs in conjunction with National Plug In Day. This single sponsorship exceeded the projected total sponsorship amount for the fall fair, but continued efforts will be made in order to secure additional sponsorships.

-Teri encouraged everyone to "talk up" the shuttle system for the fall fair to ensure that it will be kept as part of future fairs. Continuation of the shuttle service at future fairs will be based on its usage at the upcoming fall fair.

-Planning for the annual giving campaign initiative will start in the next week. Teri encouraged board members to provide a list of names of potential donors from each board member to whom TACA can send the annual giving campaign letters. The list of names should be targeted and thoughtful to include potential donors who might be willing to support our mission through a monetary donation.

-the suggestion was made by Kim to develop a thank you call system to personally thank people from our individual donor lists who have given a donation.

-Teri addressed the financial cost of changing our organizational name. She acknowledged that there will be initial costs but they should not be great. There will be an initial cost for logo change since TACA will be hiring a marketing professional for this task. Another cost is printing of signage/banners that are used at the spring and fall fairs. Teri hopes to seek donated banners with new logo to eliminate/reduce cost in this area. Stationary and business cards with the new logos will be printed after the current TACA stationary has been depleted. New brochures with the new logo will be made to target specific audiences: sponsorship, membership, etc. The stationary and brochures are not new costs, as they are part of the normal business practices and necessities of the organization.

-Teri announced an artist reception that will be held in conjunction with the fall fair. The reception will be held at the Centennial Arts Center. Food will be provided through an in-kind donation. Teri hopes that wine will also be available through an in-kind donation. The idea behind the reception is to thank our donors, honor the organization's honorary members, and the artists. However, the space is a bit small, which could be challenging. Teri is working on ways to have the reception so that as many artists as possible can be included, but within the limited space. Goals of the event: 1. To thank donors, 2. To thank artists, 3. To raise funds (possibly through an auction). This is still "in the works" and is still being developed. Teri needs an individual to run the committee to organize the event and she is seeking a volunteer.

-Teri's thinks it is important to begin the process of recording TACA's history. Several of TACA's master artists have recently passed away (Sylvia Hyman and Akira Blount), therefore she thinks it is important to start documenting the oral histories, etc of TACA. She presented The Nashville Jazz Workshop's history book as a good example of an organization documenting and celebrating their organization's history. The Nashville Jazz Workshop gives their book to the donors and sponsors of their organization. Teri asked the Board their opinion about whether or not TACA would like to create one. She thinks it is a good way to get our message out and to tell our organization's story. This project is not in our current strategic plan so it will be investigated further for action at a later time. Teri will continue to gather information about costs, etc. of the project. She asked Board members to keep in mind people that we know who might be able to provide a good story about TACA so that a list can be compiled for potential interviewees.

Board Development:

No activity on this topic at this board meeting.

Treasure's Report:

Balance sheet and income statements for fiscal year 2013: July 1 through June 30, 2013

The Annual Balance Sheet shows the following key items: (including chapter)

Cash Assets: \$186,303.08

Total Current Assets: \$186,879.06

Total Assets: \$190,014.31

Accounts Payable: \$3800.00

Total Liabilities: \$4053.55

Net Income: \$60,815.97

Total Equity: \$185,960.76

Total Liabilities & Equity: \$190,014.31

The Annual Income Statement shows TACA's 2013 (FYE6-30-13 income and expenses: (Without Chapters) July 1 2012 - June 30. 2013

	Actual	Budget
Contributions	\$175,178.35	\$181,700.00
Earned Income	\$207,615.99	\$184,995.00
Total Income	\$410,763.99	\$390,695.00
Total Expenses	\$349,978.11	\$385,195.00
Net Income	\$61,786.80	\$5,500.00

Reneau asked the question regarding whether or not TACA's funds held at Capital Bank are FDIC insured? The answer is: Yes, funds are insured up to \$250,000. Capital Bank's website is: www.capitalbank-us.com This information can be accessed at the bottom of their webpage, which lists that the bank is FDIC insured. The FDIC Notices can also be read by clicking on the appropriate link at the bottom of the page.

Morganne presented the Proposed FY2014.

Reneau Dubberly moved that the Board accept the 2014 Budget as presented and discussed. Richard Dwyer seconded the motion. There was no further discussion and the motion passed. The 2014 Annual Budget was accepted as prepared and presented.

COMMITTEE REPORTS:

The board is utilizing a consent agenda for the first time. Each of the committee and chapter reports were sent prior to the meeting and should have been read by members of the Board prior to the meeting. Specific questions related to the committee reports should have been presented and answered prior to the meeting. If any remain or need discussion, they were removed from the consent agenda.

Reneau Dubberly requested that the Fundraising Committee report be removed from the consent agenda for discussion. Reneau Dubberly moved to accept the consent agreement and Richard Dwyer seconded it.

Fundraising Committee: Reneau Dubberly emphasized the importance of the fundraising committee and that he would like to see more activity of the committee. In response, the chairperson of the committee Kimberly Winkle, explained the planning activity that has occurred between her and the Executive Director, Teri Alea. She explained that the planning activity is essential for directing the committee's initial and immediate actions, especially because this is a newly added organizational committee.

Membership Committee:

Fair Committee:

Workshop Committee:

Retreat:

Scholarship:

TACA Collection:

Board Development:

Biennial:

Advisory Council:

Chapter Reports:

OLD BUSINESS:

-Tim mentioned reference to the 2013-14 objectives listed on the strategic plan that was presented by Teri Alea.

Pat Moody moved to accept the revised strategic plan and Morganne Keel seconded the motion. The strategic plan was accepted by the Board as presented by Teri Alea.

-The organizational mission change was proposed by the Branding and Marketing Committee at the February board meeting. They suggested changing the current mission to: "To continue and create Tennessee's fine craft tradition". Diane Hayes moved to accept the change of the mission statement. Jim Hoobler seconded the change. The board voted to approve the new mission statement.

-Tim presented the proposed D.B.A. (do business as) designation change from TACA to Tennessee Craft. Teri explained the lengthy brainstorming and surveying processes that were utilized to finalize the proposed designation change. Chery Cratty moved to adopt the D.B.A. (do business as) designation of Tennessee Craft. Kim Winkle seconded the D.B.A. designation. After further discussion and opinions offered by members of the Board regarding the designation change, the Board voted and approved the designation change to do business as Tennessee Craft. Reneau Dubberly opposed the motion.

-Pat Moody emphasized the importance of the Board to let our membership know about the designation change and that we (Tennessee Craft/TACA) are still the same organization and that we still stand for and promote the same values.

-Ben Hopper mentioned the importance of us being unanimously positive about the designation change and he suggested that we determine now what metrics we will be looking at to see what improvements have been made as a result of the designation change.

-Natalie asked who will create the metrics to determine the impact of the designation change. Board members discussed the lowering of the average age of members (demographics usually gathered in our annual membership survey and reviewed by the Membership and Marketing Committees) and an increase in contributions, both individuals and through foundations and grants (to be measured by the Fundraising Committee).

NEW BUSINESS:

-Teri explained how the designation change might also be reflected in chapter names. The new chapter names could potentially reflect their city or regional locale: Tennessee Craft-Smithville, Tennessee Craft-Chattanooga, Tennessee Craft-NW. Suggestions and opinions were offered and will be voted upon at the next Board meeting. The suggested change to a city center or region (NE, S, W, etc) will make it easy to understand geographical regions without explanation. Each chapter should offer a recommendation of a name that best reflects their membership and geographic regions, while working under the general format of: Tennessee Craft_____ (fill in blank). Teri will compose a document to send to the chapter reps, that will go to chapter presidents. This document will direct conversation by noting what the changes are meant to accomplish (continuity across the state) and what we are trying to avoid (long names that won't fit under our new logo), along with a few suggested chapter names for each chapter, as a beginning point of discussion.

Recommendations of chapter name changes will be brought to the Board by the Chapter representatives at the November board meeting for voting.

-Beginning in January 2014, TACA West is expected to not have leadership, due to a pending out-of-state relocation of Rachel Stewart, current TACA West President. At this time, there is not someone willing to take a leadership position in the chapter, therefore their chapter will potentially become dormant. Although the chapter may be dormant, individuals will remain members of TACA/Tennessee Craft. The pending question is how to handle

their current Chapter balance: donate to various TACA programs, let the money sit, etc. ?
Tim Hintz suggested that the Executive Committee establish a system for handling these matters again in the future. In the meantime, efforts will be made to try to find a TACA West member willing to step into the leadership position upon Rachel's departure.

-Dates were set for the 2014 Board strategic planning retreat and the 2nd meeting for next year. The 2014 Board strategic planning retreat will be February 8 & 9, 2014 in Nashville. The spring Board meeting will occur on Saturday May 31, 2014, location TBD.

Next Board Meeting:

Tim reminded everyone that the next board meeting will be at Kraft CPA's offices on Saturday November 9, 2013 at 10:00 a.m.

ADJOURNMENT:

There will be no further business, Chery Cratty moved, and Anderson Bailey seconded her motion, that the meeting adjourns. The motion passed and the TACA Board adjourned at 2:57 p.m., until November 9, 2013 at 10:00 a.m.

Minutes submitted by Kimberly Winkle on Sunday August 11, 2013.