

TENNESSEE ASSOCIATION OF CRAFT ARTISTS

BOARD MEETING MINUTES

Sunday, February 10, 2013

CALL TO ORDER:

The meeting was called to order by President Tim Hintz at the offices of Village Real Estate Service, 2206 21st Ave. South, in Nashville TN at 9:07 AM.

The following members answered the Roll Call: Paula Bowers-Hotvedt, Donna Branch, Chery Cratty, Reneau Dubberley, Richard Dwyer, Doug Elkins, Diane Hayes, Bill Heim, Tim Hintz, Jim Hoobler, Ben Hopper, Morganne Keel, Jane Ann McCullough, Dick McGee, Pat Moody, Laurel Sprague, and Kim Winkle. Alf Sharp was absent with an approved excuse. Three Chapter Representatives were represented by alternates: Wright Pillow, for Kay McLaughlin (MACA), Lolly Durant, for Anderson Bailey (CAST) and Rachael Stewart, for Tim Pace (TACA West). Teri Alea and Liz Zinke were present from the staff, and Board Intern Natalie Cuicchi was also present.

MINUTES of NOVEMBER 10, 2012 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. Jim Hoobler moved to approve the Minutes; Paula Bowers-Hotvedt seconded the motion. *The motion passed; the minutes of the Nov. 10, 2012 meeting were approved as published.*

PRESIDENT'S REPORT:

Tim Hintz reviewed the recent history in which the Board modified the Board structure by reducing the number of Chapter Representatives and creating At-Large member positions for local community citizens who become members of TACA upon election to the Board. The Executive Committee had previously reviewed resumes and nominated Doug Elkins and Ben Hopper for election to the Board. Tim asked for a vote of the Board to approve these nominations. Richard Dwyer moved to approve Elkins and Hopper as new Board Members; Reneau Dubberley seconded his motion. *The motion passed unanimously without discussion; Doug Elkins and Ben Hopper are new TACA members, and elected members of the Governing Board.*

Tim called upon Liz Zinke to report on the activities of the Marketing Committee. The Committee is actively addressing issues related to branding and marketing TACA as an organization within the total community of collectors, sponsors, donors, and granting agencies. The Committee took on the Strategic Plan initiative of examining and updating TACA's Mission Statement from the Executive Committee in late 2012. Liz reported that after a study of TACA's existing Mission Statement, the new Statement would need to appeal to a broad base, including younger demographics. A \$40,000 bid from a professional marketing firm was rejected in favor of forming a committee of area marketing professionals who agreed to work *pro bono*.

The new Mission Statement was created to provide an overview of the work TACA accomplishes while being compelling to donors, concise for messaging/marketing, and include a heritage component for funders. The Committee worked over a period of 3 months and went through nearly 40 drafts before submitting to the staff for review. The proposed Mission is:

“Continuing and creating Tennessee’s fine craft tradition”

A discussion ensued about how those particular words were deemed more evocative and suitable to describe our mission than others considered.

Teri commented that a primary motive for developing a new Mission Statement is to make a statement about TACA that is compelling and will immediately raise a question, and start a conversation about TACA. Donors want to hear a story about TACA, not just a “motto,” and explaining the Mission Statement in a way that tells the story is more likely to elicit engagement, and potentially support. The Marketing Committee will also take up the question of a name change for TACA, and research ideas by asking questions about TACA’s current name to groups of TACA’s stakeholders, including members, long-time members, the nonprofit community, grantors, funders, and fairgoers..

Tim thanked Liz and Teri for their leadership of the committee, and praised the manner in which they have planned and accomplished the tasks before it.

EXECUTIVE DIRECTOR’S REPORT

Teri introduced her report by making reference to a “mission moment” which she presented as an example that TACA is on track in fulfilling its mission. Her reference was to the professional development and success of S-of-F Chapter Rep. Richard Dwyer whose membership in TACA has resulted in significant achievement over a relatively brief period of time. Richard then gave a brief account of the evolution of his work from being a hobbyist toy maker to an artist in wood turning. Teri added that Richard sold two major pieces at the Biennial Exhibition, one of which was purchased for the Tennessee State Museum collection of Tennessee Craft.

Teri proceeded to highlight several points that were included in her full report which was previously distributed to the Board. Among these, she noted (1) an addition of a Google map to the website which will pin point every location in Tennessee where crafts produced by TACA artists may be purchased. Staff will continue to add wholesale and retail venues and craft studios as they are received in the office. (2) The Executive Committee responded to a call-for-nominations for Governors Awards in the Arts by submitting the nominations of two respected artists for the Distinguished Artist Award and the Arts Leadership Award, respectively. Awards will be announced in April. (3) The TAC grant request was submitted in January, and MNAC application will be submitted in early April. (4) The College Bridge program developed by the Membership Committee has been activated, and a timeline has been developed to promote the program, receive applications, and select the first group of student artists to participate in the Tennessee Craft Fair in 2014. (5) Already the Spring Fair operations are gearing up in preparation for the event May 3-5, 2013. Deadline for entries is February 15. (6) TACA assisted with a Memorial Celebration for Sylvia Hyman by providing the venue, staff assistance, and email invitations to Sylvia’s many life time friends in the arts. TACA has received numerous

donations in Sylvia's memory, and has been notified that Sylvia bequeathed the sum of \$20,000 toward the establishment of a retail craft venue in Nashville.

TREASURER'S REPORT

Morganne Keel reviewed the Financial Reports for the first half of the fiscal year ending December 31, 2012. With regard to the Balance Sheet, she noted the following results;

Total Cash Accounts	\$ 162.7K	Accounts Payable	\$ 1.5K
Grant Funds Receivable	\$ 14.6K	Total Liabilities	\$ 16.3K
Total Assets	\$ 181.6K	Total Equity	\$ 165.3K
		Total Liability/Equity	\$ 181.6K

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

Total Income:	\$ 213.4 K;	89.5% of Budget
Total Expenses:	\$ 169.6 K;	85.3% of Budget
Net Ordinary Income	\$ 43.8 K;	111.1% of Budget

Morgan answered individual questions raised about specific amounts and accounts. There was a brief discussion about how much of the expenses were the result of fundraising, and what is the overhead costs percentage as compared to donated funds. This figure is of interest to potential foundation and corporate donors.

COMMITTEE REPORTS

Tim Hintz reviewed the current roster of standing committees, naming the chair of each, and indicating where new chairs are being sought. The committee chairs present highlighted specific important items in their previously distributed reports.

Membership Committee: Lolly Durant, chair, commented on the President's retreat held two weeks earlier. A new President's manual has been completed. Inter-Chapter activities are being encouraged, such as the joint exhibition to be held at the Emporium Building in Knoxville featuring work from both Unaka Valley and CAST Chapter members.

Fair Committee: Pat Moody, co-chair, reported that the committee is reactivated, and is seriously considering important issues. It was decided that groups will not be allowed to share a group tent, and the digital photography printing issue has been resurrected.

Scholarship Committee: Kim Winkle, chair, reminded the Chapter Representatives that Scholarships are available, and the application process is on the website. Scholarships may be used for attendance at the upcoming TACA Workshop.

TACA Collection Committee: Dick McGee, chair, reported that the committee will meet in February or early March. He briefly reviewed the issues to be considered at the meeting.

Board Development Committee: Teri noted that the committee had made extensive suggestions for updates to the Leadership Manual, which have been completed. A list of those updates has been distributed to Board members. Recommendations have been made for materials

to be used in a Board recruiting packet. New Policies have been formulated for TACA, including a non-discrimination policy. Tim Hintz stated that various protocols dictate that the non-discrimination policy be formally adopted by vote of the Board. Thereupon, Jim Hoobler moved that the non-discrimination policy in the Leadership Manual be accepted; Richard Dwyer seconded the motion. *The motion passed unanimously, without discussion.*

Fund Raising Committee: Teri reported that the Center for Non-Profit Management has a “Salute to Excellence” program. It makes cash awards to recognize leadership and innovation in non-profit management. The committee is considering what we do that might merit an award in the coming year.

Advisory Council: Jane Ann McCullough, chair, reported that a meeting is planned with potential members of the council in March.

OLB BUSINESS

Dick McGee distributed charts indicating the number of volunteer hours and in-kind contributions that resulted from Board member service to TACA during the first half of the current Fiscal Year. He also discussed some of the information being collected, including how it should be recorded, and how the data are then used to calculate the in-kind donation amounts.

NEW BUSINESS

Tim announced the future meeting dates and locations during calendar year 2013. They are: May 18, 2013; in Nashville; August 10, 2013 location (in East Tennessee) to be determined; and November 9, 2013 in Nashville.

Tim explained the composition of the Executive Committee for the benefit of the new Board members, and announced that Richard Dwyer has been appointed to the Executive Committee during his term as President. Tim asked the Board to formally accept the new appointment. A motion was made, seconded, and passed to approve the appointment of Richard Dwyer to the Executive Committee.

Teri reminded the Board that the year 2015 will mark TACA’s 50th Anniversary, and indicated that we should all be thinking of ways to acknowledge and celebrate that milestone.

ADJOURNMENT

There being no further business Richard Dwyer moved that the meeting be adjourned; Reneau Dubberley seconded the motion and the meeting adjourned at 12:15pm.

Respectively submitted:
Richard K. McGee
Secretary