

Fall Quarterly Board Meeting Minutes  
November 8, 2015

Tim Hintz called the meeting to order at 10:07am.

Roll was taken. In attendance were Tim Hintz, Anderson Bailey, Mary Ellen Pitts, Aleta Chandler, Diane Hayes, Natalie Cuicchi, Morganne Keel, Pat Moody, Jim Hoobler, Jane Ann McCullough, Reneau Dubberley, and Teri Alea.

Absent with excuse were Kim Winkle, Jeanne Brady, Dick McGee, Ben Hopper, Doug Elkins, and David Fox. Michael Robison was also not present.

Approval of the minutes of the last meeting was moved by Reneau and seconded by Diane. They were unanimously approved.

**President's Report**

The President's report was e-mailed to the board members prior to the meeting. Tim stated that this is the final meeting/term for several board members:

- Bill Heim
- Dick McGee had been secretary for several years and is going to roll off due to Red Cross commitments
- Doug Elkins has moved to Chattanooga and has recommended an attorney from his firm
- Reneau Dubberley was given a certificate for his years of dedicated service
- Paula Bowers-Hotvedt has moved to North Carolina

He pointed out that we are always looking for enthusiastic committee members who are willing to do the needed work. In addition Tim promoted purchasing the specialty arts license plate for \$35/each with 95% of funds going to Tennessee Arts Commission.

**Executive Director's Report**

The Executive Director's report was e-mailed to the board members prior to the meeting. In anticipation of the Board Retreat (Feb 6-8, 2015) that will be facilitated by Cissy Mynatt, Teri encouraged all members to think about whether we are completely fulfilling our mission and strategic goals. She also challenged the board to consider potential branding opportunities.

Teri and Mary Grissim, who is the Project Manager for Tennessee Craft's involvement in American Craft Week, met with the Midstate Chapter and will meet with the other chapters soon about American Craft Week in October 2015. Teri suggested incorporating demonstrations (Music City Center possibilities) and exhibits along with purchase opportunities. There is a possibility of partnering with a beer distributor company offering our non-profit status to allow them to serve in a public space, but Jane Ann expressed potential legal concerns. Tennessee Craft is currently exploring funding from the Tennessee Dept. of Tourist Development; Nov 24 is the date of the Tourist Development's budget hearing.

Some chapters are brainstorming options to pursue during that October timeframe, but they must be narrowed down to specific events. If each Chapter knows its event by April 1, then we could potentially incorporate into a calendar. Pat noted that the Pink Palace Art Fair already takes place in October for the Southwest Chapter, so the timing worked well.

Natalie and Teri provided an update on the 50<sup>th</sup> Anniversary celebration plans. Teri has requested help from three PR firms to help generate publicity for this milestone. One PR firm has too many pro bono requests, but Teri is still waiting to hear from the two others. Caleb Spencer is working on creating an online presence to share stories, photos, and questions. This work would be further bolstered by incorporating into the Fall Fair, potentially a video booth where people can tell stories. The TN Residence already has some TN craft displayed – almost half of art in Conservation Hall is TN Craft. Mrs. Haslam has agreed to support the 50<sup>th</sup> Anniversary festivities in some way. Teri highlighted the Fall Fair Survey where price points were higher this year and referred the board members to review the survey in its entirety if interested.

### **Treasurer's Report**

The board reviewed the financial reports, including budget/actual variance explanations. The Fall Fair had a profit of \$65,105.36 by September's end. Some expenses were still pending, so October's reports will be more accurate. The Audit is still in progress, but the tax return is due Nov 15 but can be extended to Feb 15. Charitable Solicitations Report is due Dec 31, but may need to extend that. Morganne noted that there is trouble getting monthly bank statements from some of the Chapters. Approval of the treasurer's report was moved by Anderson and seconded by Pat. The financial reports were approved unanimously.

### **Committee Reports**

#### **Fair Committee**

The Fair Committee approved new reproduction rules policy that will apply at all future Tennessee Craft Fairs, beginning spring 2015. The Fair Committee will continue working on refining the language for photography. Teri will send the procedures around stringer artists to Aleta because she has a question with regard to an artist in her Chapter. We want to be inclusive but retain quality – without quality, we have nothing.

#### **Nominating Committee**

Diane presented the slate for next year's Board of Directors (two year term):

Tim Hintz – President, second term

Kim Winkle – Vice President, second term

Natalie Cuicchi – Secretary, first term; served two years on Board

Dana Blickwedel – Treasurer, interim; served on TACA Finance Committee

#### **Members at Large:**

David Stempel – Attorney with Bradley, Arant, Boulton, Cummings, LLP

Linda Nutt – Volunteers at the fairs; married to a craft artist

Megan Hall – Works for Murfreesboro Arts; interested in Fundraising Committee

Eve Hutcherson – Served on Marketing Committee; currently on 50<sup>th</sup> Anniversary Committee

Morganne Keel – Served as Treasurer for two terms

Ben Hopper – Agreed to second term

The board unanimously voted to accept the slate that the Nominating Committee proposed. The ultimate decision will be made by the Tennessee Craft membership. The members will vote on the nominated board members and the phrase that says “doing business as Tennessee Craft” within the mission statement.

#### Fundraising Committee

Reneau expressed the need of having relationships to be successful fundraisers. Doug was awarded the amazing \$Fundraiser\$ award for the number of new people added to his potential donor/supporter list. If you know potential donors who you don't want to send a personalized note to, then send Teri the name and the appeal will come from her. It's the duty of every board member to give to Tennessee Craft.

In response to the decreased number of applications for the Spring Fair, Reneau made a proposal to explore ways to survey TN artists to understand their lack of participation at the fairs. He suggested purchasing a mailing list from magazine subscriptions for \$2,000 – 3,000 total to locate the people who have never applied to the Fair and to send a survey to understand why they haven't applied. The other two groups we're targeting are those who no longer apply and those who do apply. Diane suggested a focus group among the Chapters to obtain this information, and Aleta suggested asking each Chapter member to provide five names to encourage applicants.

Pat is proposing Chapters send the survey to gather information on increasing participation at the Spring Fair. Most board members agreed that this was a good starting place before spending money to buy contact information from mailing lists.

Tim promoted the “Design for Survival” workshop on Saturday, Feb 28 and Sunday, March 1, 2015.

#### **Consent Agenda**

Reneau moved to put the Membership Committee, Workshop Committee, Scholarship Committee, Craft Marketing Committee and all of the Chapter reports on the consent agenda, and Jim seconded the motion. It was approved unanimously.

Reneau moved and Jim seconded adjournment with unanimous approval.