

Winter Quarterly Board Meeting Minutes
February 28, 2016

Appalachian Center for Craft
Smithville, TN

Tim Hintz called the meeting to order at 9:12 am.

Roll was taken. The Board Members in attendance were Tim Hintz, Teri Alea, Natalie Cuicchi, Dana Blickwedel, Pat Moody, Kim Winkle, Morganne Keel, Linda Nutt, Anderson Bailey, Meagan Hall, Richard Dwyer, Aleta Chandler, Eve Hutcherson, Gabriel Greenlaw, Michele Lambert, Nancy Wallace, and Susie Graves sitting in for Mary Ellen Pitts. Chery Cratty, current President of the Plateau Chapter, was also in attendance.

Absent with excuse were Ben Hopper, David Stempel, and Pat Chaffee. Michael Robison was also not present.

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

President's Report

The following slate of the Executive Committee was proposed by Tim:

Tim Hintz
Pat Moody
Dana Blickwedel
Kim Winkle
Richard Dwyer
Natalie Cuicchi
Teri Alea (ex officio)

The proposed Executive Committee slate was moved by Eve and seconded by Linda. There is an Executive Director evaluation form that was completed by the Executive Committee and Morganne last year. We briefly discussed shortening the length of the feedback form this year.

Tim remarked that we should start thinking about the Nominating Committee and who would provide good representation on this committee.

Executive Director's Report

Teri noted that Tennessee Craft has updated the sponsorship package for the fairs. Every board member should be thinking about who might be likely sponsors. Having a fair questionnaire or research study is something that we have talked about in the past, and one company provided a \$7,000 quote for this service. At the annual retreat, various ideas were considered to increase revenue and engage our patron base, including the idea of Patron Friday at the Fair or providing artist studio tours as an incentive to Patrons.

We are starting to work on Tennessee Craft Week, which will be October 7 – 16, 2016. The first press release will be released around April 15, 2016.

For last year's Annual Giving campaign we received \$25,750 with an average donation of \$212.

Treasurer's Report

Dana reviewed the financial reports that showed revenue of \$229,111 for the 2016 budget (since July 2015) so far. Board members had good discussion around the target for the Vanguard account, our rainy day fund that is currently \$90,705.

Anderson made a motion to approve the working grant budget, and Richard seconded. The working grant budget was unanimously approved.

Committee and Chapter Reports

Kim moved to make committee reports and chapter reports part of the consent agenda, except for the Fundraising Committee, Membership Committee, and Diversity Task Force. Linda seconded, and the board members unanimously approved. Kim provided an update for the Fundraising Committee and celebrated the completion of another Thank You campaign, where there is a personal phone call to each donor. These committee members improved the VIP Tent this past fair with a fine craft giveaway and continue to refine this part of the fair. Kim was awarded the amazing \$Fundraiser\$ award for her selfless devotion to the Fundraising Committee.

The Membership committee will be rejuvenated with new leadership as Courtney Adair Johnson volunteered to lead this committee. Their initial focus will be evaluating the membership survey and improving Chapter relations and refining that model. Linda and Aleta expressed interest in reviewing the current Membership survey and providing feedback. With Courtney Adair Johnson moving to the Membership Committee, Cara Young will lead the Workshop Committee again. Earnings from the Workshop Committee help fund scholarships. Anderson brought up a need for the Scholarship Committee. Pat C is interested in joining the Membership Committee. Anderson volunteered to explore Skype opportunities for holding meetings with participants across the state. Eve has outstanding requests for additional membership on the Marketing Committee. Tim reported that the Diversity Task Force had a good initial meeting with a follow-up meeting with Dana Everts-Boehm. Dana said that typically some of these minority artists do not want to sell their art at the fair, instead caring more about creating craft that highlights and celebrates their culture. Linda volunteered to lead the Diversity Task Force, and Michele expressed interest in being part of it.

New Business

The Southeast Chapter is proposing to split as the geographic area is too large to hold events from both the Chattanooga and Sewanee areas. The board talked about our chapter model, other models discussed during the retreat on Saturday, and various points made at the Chapter Leadership Retreat the immediate prior weekend. There was discussion around the potential benefits of having more chapters and whether that might create too much work load, administratively, and whether chapter rebates were necessary to bring value to the chapter/state office relationship. Believing the membership would be better served by having two chapters in the Southeast, Linda made a motion to approve the split of the Southeast Chapter, and Richard

seconded the motion. All approved the motion, except for Eve abstaining from the vote as she still had some questions.

The Best of Tennessee Craft Exhibit will take place in the Reece Museum from August 22-Dec. 2, 2016. Discussion for this committee needs to center on programming opportunities, jury option, etc. We will approach Mary B. Martin School of the Arts Foundation and others as potential sponsors.

Mark your calendars!

Board Meeting Schedule

The future board meetings are the following dates:

- Saturday, May 21
- Saturday, August 6 – Chattanooga (Friday event reception in Chattanooga, on Aug. 5)
- Saturday, November 12

Fair Dates

- Thurs.-Sun., May 5-8, 2016 (Thursday is set-up day)
- Thurs.-Sun., Sept. 21-24, 2016

Best of Tennessee Craft – Reece Museum, East Tennessee State University campus

- Exhibit, August 22-Dec. 2, 2016
- Reception, Saturday, Aug. 27, 4-6 p.m. – we hope you will make the trip!

Adjournment

Richard moved and Dana seconded adjournment with unanimous approval.