

TENNESSEE ASSOCIATION OF CRAFT ARTISTS  
**BOARD MEETING MINUTES**  
**Saturday, Nov. 10, 2012**

**CALL TO ORDER:**

The meeting was called to order by President Pat Moody at Kraft C.P.A.'s at 10:10 a.m.

**ROLL CALL:**

The following members answered the Roll Call: Paula Bowers-Hotvedt, Chery Cratty, Reneau Dubberley, Russ Harris, Cheryl Hazelton, Tim Hintz, Jim Hoobler, Pat Moody, Diane Hayes, Morganne Keel, Bill Heim, Lolly Durrant, , Kim Winkle, and Alf Sharp. Richard Dwyer, Jane Anne McCullough, Dick McGee, Tim Pace were absent with approved excuses. Michele Richards was absent without prior excuse. Teri Alea, Executive Director, was present for the staff.

**MINUTES of August 12, 2012 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. Renneau made motion to accept the minutes. Thus, minutes were approved.

**PRESIDENT'S REPORT:**

President Pat Moody

Pat made positive comments on the strength of our TACA leadership, specifically Teri. Pat reminded us of the importance for group work. This is the last board meeting of 2012, new changes (board members) will occur in January. Unclear who the chapter reps will be in the new year, but Pat gave thanks to this year's chapter reps. Pat announced that Russ Harris is leaving the board of TACA after 11 years of service on the board in a variety of capacities. Pat is moving into Russ' position as past President of the board. Pat said that she has greatly enjoyed working as the TACA president and enjoyed working with the board and the TACA community. She feels that TACA is in very good hands with the strong leadership of our Executive Director. As of December 31 Pat Moody will step down from her Presidential position.

**EXECUTIVE DIRECTOR'S REPORT:**

Teri discussed selected highlights from her formal written report that had been distributed to the Board prior to the meeting.

- Teri started with affirmation of how we're doing a good job.
- She wanted to highlight how TACA is moving forward. For example: the Best New Exhibitor Award at the TACA fall fair was invited to exhibit at the Art Eclectic, also there was a new TACA award at Art Eclectic – the Best of Tennessee Craft @ Artclectic.
- 2<sup>nd</sup> marketing committee meeting, led by Liz. They are looking into new ideas about how to bring more TACA presence to fair.
- The marketing committee word crafted the mission statement: edited it down to key words based upon discussion of the strategic planning committee
- finished audit and realized that TACA came out in the black last year
- quarterly reports look good and TACA is starting to report salaries into specific

categories/item lines

-great TACA fair: very high attendance and sales

-Biennial: cost TACA approximately \$10,000. Need a corporate sponsor and to find a new venue for future exhibitions. Total loss on Biennial was \$7,000. However, the Tenn. State Museum spent approximately \$16,000 purchasing works from exhibitors, resulting in increased benefit to exhibiting artists.

**Board Development:** Fundraising training session with Anne Calton.

Anne Calton is a specialist in fundraising who has worked with many reputable institutions in fundraising/development. She emphasized that fundraising is about “telling a story”. She wants us to see that “the TACA story” is a tool. She started the program by asking us each to share with each other “our TACA story”.

Break out sessions:

1. Tell your story to each other: why you’re involved in TACA, why you’re a board member, why you’re here.
2. What would you tell somebody about what TACA is. What does TACA do? What is TACA? (people’s responses: education, networking, mentorship, exhibition)
3. To whom would we like to tell our TACA story? List individuals: (people’s responses: corporations, students, gallerists, educators, local media specific groups (clay club, woodturning guild, etc)
4. Worksheet: we were given a worksheet to complete. The worksheet asked us to list the names and addresses of 5 people who would be good people with whom to share our TACA story and who might be interested in becoming involved in TACA’s future.
5. Progress report: Anne asked us to report back to her in February with a list of names of individuals with whom we’ve shared/told our TACA story. It is requested that we share our story with, at least, 3 people. The people can be potential: members, donors, volunteers, collectors, and sponsors. Also, bring along a new list of people, with whom we can share our TACA story, to the February board meeting.

These exercises and brainstorming sessions are for the purpose of helping us to add people to the TACA community. She emphasized the importance of having a person/individual within an organization to share the story with. It’s not as effective to approach an organization without having a specific person with whom to connect with first.

**Treasure’s Report:**

Balance sheet and income statements for fiscal year 2012: through Oct. 31, 2012

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

Cash Assets: \$155,595.09

Total Current Assets: \$215,085.81

Total Assets: \$219,718.98

Accounts Payable: \$1117.08

Total Liabilities: \$60,197.08

Net Income: \$39,455.56

Total Equity: \$159,521.90

Total Liabilities & Equity: \$219,718.98

The Annual Income Statement shows TACA's 2012 income and expenses: (Without Chapters) July – Oct. 2012

	Actual	Budget
Contributions	\$51,777.78	\$51,620.00
Earned Income	\$101,560.60	\$96,150.00
Total Income	\$156,547.41	\$148,770.00
Total Expenses	\$119,549.83	\$142,249.47
Net Income	\$37,309.86	\$6,520.53

Reneau moved that the Board accept the 2013 Budget as presented and discussed. Alf seconded the motion. There was no further discussion and the motion passed. The 2013 Annual Budget was accepted as prepared and presented.

### **COMMITTEE REPORTS:**

#### **Membership Committee:**

Tim Hints reported whose committee met on Friday Nov. 9. Membership renewal drive starts soon and will be followed up by phone calls by chapter members. The committee did not meet their goals for 2012. Goals 2013: committee decided to restrict and focus on "college bridge" award program through local art school booths, get membership to 600 members, and to increase student memberships. Committee hopes to get the "college bridge" program to debut at the spring fair in 2014. They are trying to recruit members from TACA chapters to help get the "college bridge" started in their chapters/areas.

Membership survey revealed: chapter level meetings should have better meetings/better content, new forms of outreach for chapter members, increase chapter exhibitions.

Chapter president retreat is being scheduled. Retreat is a way to increase communication and help equip Chapter presidents with methods and ways to implement their ideas within their chapters. Suggested location for retreat is at the new TACA office. Lolly is seeking volunteers to help with the retreat: food, etc.

Next committee meeting is Jan. 11, 2013. Focus will be on the new "college bridge" program and retreat planning.

#### **Fair Committee:**

Russ reported that the committee met, discussed and decided to keep painting in TACA show because it adds variety to the show and enhances revenue and creates a wider audience. The painting booths will be limited to 10 per show. The committee recommended to the committee to keep painting in the shows: the Board approved. Pat proposed the vote.

The committee proposes a 2-year trial to increase the booths in the spring fair by 15 new booths; up to a maximum of 195 booths total. To increase revenues and freshen the show, members of guilds of neighboring states will be invited to apply to our show. The acceptance process would be done through the standard jury process. . Important note: the first round of booths will still be populated by the top-scoring artists from TN artists, up to 180 booths, therefore the TN artists should not be adversely affected by the change: Pat proposed vote, which was approved by the board. The Board approved the Fair Committee's recommendation.

#### **Workshop Committee:**

Paula-Bowers Hotvedt reported on a professional development conference to be held at Watkins College of Art on March 23-24, 2013. TACA is working with Donna Branch to

bring Art Biz Coach, Alyson Stanfield from Colorado to Tennessee to hold a workshop for artists on “Shameless Self-Promotion for Artists”. Deadline for discounted chapter tickets (\$100) is December 1, and Early Bird discount ends on December 15.

### **Retreat:**

Tim Hintz reported that the retreat is planned for Feb. 8 – 10, 2013. Friday night social events, retreat Saturday with workshops led by Anne Calton and Cissy Mynatt. The draft plan is to have Cissy and Anne help us review and revise our strategic plan and address a few key areas of board training, such as what is a board members job description, how to lead a committee and how the board can help TACA with fundraising.

### **Scholarship:**

-The scholarship committee recently approved the following revisions and additions to the scholarship application.

- require a report/presentation/or demo be given to recipient’s local chapter covering the event/workshop related to scholarship
- applicants cannot receive more than one scholarship within a 3 year period
- set deadlines for applications

-The scholarship committee would like to begin promoting this member benefit by encouraging the chapter officers and board representatives to encourage their members to apply for a TACA scholarship.

-Scholarship applications and instructions are available on the TACA website.

-The scholarship committee approved the suggested scholarship fundraising initiative, which involves asking each of the 7 TACA chapters to donate \$35 yearly, which would enable TACA to offer a 4th \$250 scholarship. This would increase the yearly total to 4 (one per quarter). To date, Nov. 2, two chapters have replied favorably.

-If a chapter is willing to contribute to the initiative, the chapter treasurer should send their \$35 contribution to Hannah by January 15, 2013.

### **TACA Collection**

No report was given

### **Board Development**

Dianne Hayes reported that the committee has begun discussion on what constitutes a good board and board member. This discussion led them to investigate and study the board manual, which they established needed revisions. They also decided that board members need formal instruction/education/orientation. Some educational/instructional/orientational information is included in the board manual, which will be augmented with a formal orientation meeting.

The committee created a new document in the leadership manual, which will guide board members in recruiting future potential board members. This document includes a Nomination Form.

The committee created a new checklist letter, which lists the responsibilities of board members so that there is a clear agreement of responsibilities. This new checklist will be incorporated into the process of orienting and becoming a board member.

### **Biennial:**

No report to offer. Jim gave positive comments in response to the recent TACA Biennial exhibition at the Tennessee State Museum.

### **Advisory Council**

Walt and Mary Schatz agreed to offer advice on establishing our advisory council. Rich Boyd, Kim Brooks, Donna Glassford, Sylvia Hyman, Jane Andrews, Alice Merritt, Bill and April Mullins, Steve Sirls, Cathy Snyder, and Steve Westfield have all agreed to serve on TACA's advisory board. Others are being considered for future development.

### **Chapter Reports:**

CAST; art work at Henry Horton State Park. Late January will start the rotation of artwork to be exhibited in the state park.

MACA: Chapter supported/organized "Festival of Fine Craft" happening this weekend (Nov. 9 and 10) with 20 MACA artists exhibiting.

Other chapter reports were submitted in writing and not given orally.

### **OLD BUSINESS:**

2-D art at TACA Fairs: discussed in the Fair report given by Russ Harris (listed above)

### **NEW BUSINESS:**

Nominating committee proposed the following ballot list:

President: Tim Hintz

Co Vice-Presidents: Paula Bowers-Hotvedt and Kimberly Winkle

Treasurer: Morganne Keel

Secretary: Dick McGee

At-Large: Reneau Dubberley, Bill Heim, Paul Polycarpou, Editor of Nashville Arts Magazine

Past-president: Pat Moody

-Ballots will go out to the membership in early December. Diane needs a brief bio of each of these individual listed above.

Jim Hoobler moved to accept the nomination and report, Renneau seconded. The board accepted the nominations.

Reneau commented on and complimented the job that Pat Moody and Russ Harris did in the past many years, during which time TACA was somewhat unsettled. Reneau proposed to honor and recognize them in the form of Honorary TACA Memberships for their unending hard work in support of TACA. Reneau made the motion, Alf seconded it. The board voted to accept the motion, it will therefore go out to vote to the membership.

### **Next Board Meeting:**

Pat reminded everyone that the next board meeting will be at Village Real Estate offices on Sunday February 10, at 9:00 a.m.

### **ADJOURNMENT:**

There being no further business, the meeting adjourned at 2:03 p.m., until February 10, 2013 at 9:00 a.m.

Minutes submitted by Kimberly Winkle on Sunday Nov. 11, 2012.