

**Tennessee Craft Fall Quarterly Board Meeting
November 12, 2016 Kraft CPAs
Nashville, TN**

The meeting was called to order at 10:15 AM. The board members in attendance were Tim Hintz, Pat Moody, Morganne Keel, Kim Winkle, Eve Hutcherson, Ben Hopper, David Stempel, Michele Lambert, Mary Ellen Pitts, Linda Nutt, Pat Chaffee and Nancy Wallace, plus Executive Director Teri Alea.

Absent with excuse were Dana Blickwedel, Natalie Cuicchi, Anderson Bailey, Aleta Chandler, Richard Dwyer, Meagan Hall, Gabriel Greenlaw and Michael Robinson.

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

President's Report

Tim advised the executive committee discussed a grant through the Center for Craft Creativity and Design which Tennessee Craft will support by supplying contact information of craft artists. This was Tim's last report as President of the board. He provided his thoughts on ensuring the sustainability of Tennessee Craft, including changes in membership, funding and staff capacity. Teri presented Tim with a beautiful Merissa Tobler bowl in recognition of his service through many changes at Tennessee Craft.

Executive Director's Report

Teri reiterated the Tennessee Craft newsletter will be improved and expanded to double in size, to include Chapter events and happenings and features on every aspect of our organization.

The effort to expand board educational opportunities continues at this board meeting with the Fair process documentation - a detailed checklist developed over the last five years.

The Member Survey highlights:

- 266 or 52.3% of members either partially completed or completed the survey
- The most valued benefit was promotion through Social Media by Tennessee Craft. (Tennessee Craft's digital presence has increased for both FaceBook and Instagram.)
- 91% of respondents believe their membership benefits \geq their membership fees.

Teri advised the Tennessee Craft Week discussion would be carried to the February board meeting after the debrief. The discussion will include 5 year goals for the program.

The Annual Giving Campaign has launched.

The proposal to update and customize the Salesforce database at a proposed cost of \$20,540 was discussed. The motion to approve the funding proposal was moved by Kim, seconded by Eve and unanimously approved.

A part-time employee, Jessica Jain, has been hired as Membership Manager and will handle database work, as well as being the liaison to chapters.

Teri advised there are two board recruits whose services have either been retained at past Fairs or may be at future Fairs. The board acknowledged the possible conflict of interest and approved working with the two prospective board members. The motion to approve was moved by David, seconded by Eve and unanimously approved.

Treasurer's Report

A review of the financials showed our revenues and expenses compared favorably to budget. Comparisons to the same month last year showed our assets up by approximately \$10,000 and any large differences in revenues and expenses were due to timing differences.

Committee and Chapter Reports

Kim made a motion to include all chapter and committee reports on the consent agenda (including the undistributed Plateau chapter report that Tim verbally covered), except for the Marketing (survey), Diversity, Nominating and Fundraising committees. Nancy seconded the motion, and the board members unanimously approved.

Marketing Committee (Fairgoer Survey results)

Eve reviewed the results of the Fairgoer Survey which was designed and evaluated by Eve with the help of Pat Snyder. The purpose of the survey was to gather interest and demographic information and was distributed to the Tennessee Craft email list followed by a share on FaceBook:

- 221 surveys were completed; 80% of these attended the Fair
- 80% of the respondents made purchases - 45% spent > \$100; 20% spent > \$250
- 70% said 'No' to noticing the donation boxes (Need to review having donation boxes)
- Sponsorship visibility low (or not recognized) - (Need to review)
- Generally, the survey indicated attendees are highly educated white females, 45+ years of age.
- These survey results are not fully supported by on-site observations. Distribution via email may have inadvertently targeted partial segment of total Fair attendees.

Diversity Task Force

Linda reviewed their October meeting and list of needs for Tennessee Craft to become more diverse:

- Increase membership with more diverse members (Continue outreach to network with other cultures at various cultural events.)
- Increase international and multicultural artists and artwork in the Fair by invitation.
- Educate the board by inviting individuals with cultural knowledge to speak
- Immediate action: Board agrees to submit letter of intent to Nissan for grant to support outreach efforts. Linda has completed a draft and Teri can complete. (To be decided in February: will this be a continued effort?)

Nominating Committee

Tim advised the following people have been nominated for ballot:

- VP: Richard Dwyer
- Member at Large: Cara Young, Danielle McDaniel, Sally Bebawy, Nick DeFord
- CPA: open (Diane Hayes from the Young Leaders Council is looking for a CPA, and we have a CPA interested in the possibility of an internship)

Motion to accept the above for ballots with terms beginning January 1, 2017 was unanimously approved.

Fundraising Committee

Teri thanked board members for their Annual Giving Campaign participation and advised the new campaign mailing has been sent. Tim spoke about the fundraising responsibility of the board, acknowledging the work of the Fundraising Committee. Kim shared the work they do, including Thank You calls, which are made regularly. In addition, it was noted that funders often look for 100% contribution participation from board members when reviewing grant proposal requests.

New Business

Teri submitted a topic for the February Retreat under sustainability: it will be key to find permanent office space that also could support our programming.

"Special Note

After the board meeting adjourned, it was noticed that Pat Moody's name was not included on the list of nominees for board candidates. A special email was sent to the board afterward and Pat was accepted as candidate for President of the Board of Directors. Her name was added to the ballot that went to members."