

TENNESSEE ASSOCIATION OF CRAFT ARTISTS

BOARD MEETING MINUTES

Saturday, May 19, 2012

CALL TO ORDER:

The meeting was called to order by President Pat Moody at the offices of Kraft CPAs, in Nashville TN at 10:15 AM.

ROLL CALL:

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

MINUTES of February 5, 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, it was noted that one correction should be made: specifically, under New Business, in the second paragraph, the date of the August meeting should be corrected to read "August 18, 2012". That change should also be made in the on-line posting of the February 5 minutes. Reneau Dubberley moved to approve the Minutes as amended; Alf Sharp seconded the motion. *The motion passed; the minutes of the Feb. 5, 2012 meeting were approved as amended.*

PRESIDENT'S REPORT:

President Pat Moody noted that Teri Alea celebrated her one-year anniversary as Executive Director at the Tennessee Craft Fair, May 4-6. She observed that under Teri's leadership, TACA has accomplished more than at any other time since the retirement of Alice Merritt. In addition to an outstanding Spring Fair, Pat enumerated other achievements during Teri's tenure: a new Strategic Plan and Action Steps for the next three years, new fair sponsorships, the sponsors VIP tent including a large banner acknowledging community sponsors and partners, active networking within the community, unity within the office staff, and a new vision for TACA. Pat was emphatic that with Teri's vision, TACA cannot fail unless the Board fails to step up and participate in the activities necessary to fulfill that vision.

Pat also reported that TACA representatives met with the Metropolitan Nashville Art Commission for a review of our 2013 Grant Application. We are asking for \$55,000, and will learn during the summer what the actual award will be. The meeting with the review committee seemed to go very well.

EXECUTIVE DIRECTOR'S REPORT:

Teri prepared a formal written report which had been distributed to the Board prior to the meeting. She noted that her report was organized around the strategic plan to aid the Board in being constantly aware of the specific goals and action steps we are committing to. She suggested committees and chapters might organize their reports in a similar fashion.

Pat asked if any member of the Board had questions or comments regarding the E.D. Report:

Reneau Dubberley inquired about the Technology Grant submitted to the Frist Foundation, and Diane Hayes supplied the information he requested.

Reneau also introduced discussion concerning the mass letter mailing for the Annual Giving Campaign. Certain problems were encountered last year, and he urged increased flexibility this year so Board members could have more freedom to add new addressees to the mailing project. Using an outside contractor last year made this impossible. It was agreed this would be an important addition to the campaign mailing procedures.

Reneau commented on, and commended, the staff for being creative in cost savings at the fairs by sharing tents with events immediately preceding or following our fairs.

Tim Hintz raised the issue of giving free memberships, and indicated that Teri wanted Board approval of this idea. It was observed that this was a "slippery slope" and could create as much ill will as good will among the members. There is a risk of having to give more and more free memberships every year. The Board referred this issue to the Membership Committee for study, and a recommendation to be presented at the August 18 meeting.

Pat Moody noted that there is still serious interest in implementing the abbreviated format for Board meetings. It is important to get Committee and Chapter reports pre-mailed to the TACA office.

Pat also emphasized the need to photograph the items currently held in the TACA Permanent Collection and asked for suggested names of photographers who might do this for us. Robin Conover, John Lucas, and John Cummings were named as contacts for this purpose.

TREASURER'S REPORT:

Morganne Keel projected and discussed the Financial Reports which had been previously distributed to the Board. She discussed the Balance Sheet and Income Statements for the period July 1, 2011-April 30, 2012.

The current Balance Sheet shows the following key items: (Including Chapters)

Cash Assets:	\$ 155,877
Total Current Assets:	\$ 161,835
Total Assets	\$ 163,445
Accounts Payable:	\$ 6,483
Total Liabilities:	\$ 12,697
Total Equity:	\$ 150,749

Total Liabilities & Equity \$ 163,445

The Income Statement shows TACA's income and expenses to date: (Without Chapters)

	Actual	Budget
Contributions	\$ 91,642	\$126,075
Earned Income	\$176,329	\$181,600
Total Income	\$295,252	\$330,634
Total Expenses	\$272,172	\$291,065
Net Income	\$ 23,852	\$40,447

Reneau Dubberly observed that with ten months of this fiscal year "in the books" it looks as if TACA will end the year "in the black" for the first time in several years. He praised the staff for their stewardship in holding expenses to almost \$19,000 less than the budgeted expectation. Reneau moved to accept the Treasurer's Report as presented. ***The motion passed, and Morganne's report was accepted by the Board.***

Morganne also projected and discussed the FY 2012-2013 budget as it had been presented as part of our grant application to MNAC. This preliminary budget does not include the MNAC grant because that has not been determined yet. At present there is a tentative projected Net Profit of \$325.00 This budget needs a good bit of adjusting before it is ready for Board approval. Jim Hoobler moved that the Proposed Budget for FY 2012-2013 be received as information, then reworked and submitted to the Executive Committee for review and action when it is ready. The budget should be presented to the entire Board for approval at the August 18 meeting. Richard Dwyer seconded the motion. ***The motion was approved without further discussion.***

COMMITTEE REPORTS:

Fair Committee

Pat reported for Russ Harris in his absence. She observed that the Spring Fair was the most smoothly run fair we have had in years. Teri has many new ideas for future fairs. Pat requested that anyone who has comments or suggestions to make regarding the Fair operation should write them down and send them to her for submission to the Fair Committee.

Membership Committee

Tim Hintz reported as Chair of the committee by highlighting key points in his previously distributed report. The committee has reviewed the January Chapter President's Retreat and has developed plans for future meetings. Time for socializing and networking will be included. Chapters are encouraged to pay mileage and one overnight stay for their President to attend these meetings. The Presidents' Manual is being re-written and updated. As of mid-April, membership was 413. The committee is working on revitalizing the Mentoring Program, beginning with a "Booth Buddies" program introduced at the May Fair. The committee is beginning to work on the Annual Membership Survey, and Board members were encouraged to submit any specific questions they would like to see included in the survey this year.

Workshop Committee

Committee Chair Tim Hintz reported that the Bruce Baker Workshop was attended by 50 people, and netted a profit of approximately \$2500. A new committee is beginning to plan for a professional development conference to be held next winter. Donna Branch is heading an effort to bring ArtBizCoach Alyson Stanfield to Tennessee to hold a workshop for artists on the topic of self-promotion. Plans for future workshops will search for a site, such as a State Park, that can provide overnight accommodations, meals and space for social activities.

OLD BUSINESS:

Pat introduced the Three-Year Strategic Plan for discussion prior to Board Approval. There was brief discussion about the number of Action Steps. It was suggested that there may be too many tasks to achieve in three years. Consensus was that the plan should cause TACA to reach high, and all the action steps should be retained. There was also brief discussion of the implications suggested by the wording used in the Branding Goal. Reneau Dubberley moved that the Strategic Plan be adopted as presented. Bill Heim seconded the motion. ***The motion passed and the Strategic Plan was formally adopted by the Board.***

Pat opened the floor for Board members to volunteer for service on the *ad hoc* committees necessary for implementing the plan.

Reneau Dubberley volunteered for the Fund Raising Committee

Alf Sharp volunteered for the Fund Raising Committee

Diane Hayes volunteered for the Board Development Committee

Bill Heim volunteered for the Craft Marketing Committee

In the same spirit of committee service, Richard Dwyer volunteered to serve on the standing Fair Committee.

NEW BUSINESS;

TACA Office Site

Pat reported that the current office property on Linden Ave has been sold and we will have to relocate in July. Teri has located property that is currently occupied by other arts organizations in a converted meat packing plant located at 1115-A Adams St, which is north of Jefferson Street. She is satisfied that it would serve TACA's needs adequately. The space includes a large common room, shared kitchen and bathroom, shared conference room, security, a large parking area, and storage space in the basement. A two-year Lease is required, which includes water, electric, gas, sewer and garbage collection, and is \$100/month less than we are currently paying for office space. TACA would pay for telephone and internet service. Reneau Dubberley moved that TACA accept the terms of the Lease on this property. Alf Sharp seconded the motion. ***The motion passed, and TACA will move to the new space in July.***

Master Craftsmen Invitations to the Biennial

An issue has arisen related to some very senior Tennessee Craftsmen refraining from applying for the Biennial Exhibition because of the complexities of the on-line application process. In order to have their highly recognized and celebrated work included among “the best of Tennessee craft”, it has been proposed that special invitations be extended to a select group of master craftsmen to add their work to the exhibit. It would be understood that: (1) this invitation would be for this year only; (2) that the work would not be eligible for awards; and (3) that the work need not have been created within the last two years. Reneau Dubberley moved that the Board authorize the Biennial Committee to select pieces of work by Tennessee Masters to be included in the 2012 Biennial Exhibition, subject to these stipulations. Alf Sharp seconded the motion. *The motion passed and the Biennial Committee will invite selected Tennessee Masters to submit work for display this year under the agreed plan.*

State of Franklin Marketing

Tim Hintz commented on the previously distributed State of Franklin Chapter Report and commended the chapter for the creative marketing activity in which craft gallery operators were invited to view a private showing of members’ work available for wholesale orders.

ADJOURNMENT:

There being no further business, Reneau Dubberley moved the meeting be adjourned. Alf Sharp seconded the motion. *The motion passed and the TACA Board adjourned at 1:48 PM, until August 18th, 2012 in Jackson, TN.*

Respectfully submitted:
Dick McGee
Secretary