

## 'Summer Quarterly Board Meeting Minutes

August 5, 2017

Ijams Nature Center  
Knoxville, TN

Pat Moody called the meeting to order. The Board members in attendance were Sally Bebawy, Pat Chaffee, Natalie Cuicchi, Nick DeFord, Reneau Dubberley, Richard Dwyer, Eve Hutcherson, Morganne Keel, Michele Lambert, Doug Lawrence, Danielle McDaniel, Pat Moody, Linda Nutt, Caitlin Reed, Laurel Sprague, Colleen Williams, Kim Winkle, and Cara Young. Executive Director Teri Alea was also in attendance.

Absent with excuse were Julie Boisseau-Craig, Rose Fang, Rob Harvey, Tim Hintz, David Stempel, and Nancy Wallace.

Pat M introduced the Board intern, Caitlin Reed, who joined through the Young Leaders Council program.

The Executive Committee had already approved the minutes from the previous meeting in May. During this Board meeting, Kim made a motion to correct the November meeting from November 11 to November 4. Linda seconded, and the motion was accepted by all. With that change, the minutes from the previous Board meeting were approved.

### **President's Report**

Pat M commented on the annual evaluation of the Executive Director. The Executive Committee approved a bonus of \$5,000 for Teri for all that she does for Tennessee Craft. She truly goes above and beyond for our organization. Pat M reminded us that it is helpful to have full participation in Board giving when we submit grants and that more funding allows us to do more programming. She requested that all Board members make a donation of some amount prior to the November meeting. Board attendance is also a question on grant applications. Pat M reminded everyone of the September 15 deadline for Honorary Membership nominations. She said that we still need volunteers for Fall Fair and that we can find a place for out-of-town volunteers to stay overnight as needed.

### **Executive Director's Report**

Teri had wonderful news to share! Tennessee Craft will have a 30-minute episode on NECAT-produced "Our Nashville". The State Museum will sell Tennessee Craft art in their gift shop and said that they will have a good selection of handmade arts and crafts. The Board discussed the potential for a professional level membership that could receive additional representation. Metro Nashville Arts Commission gave \$9,000 more to our organization than the prior year! Tennessee Craft now has 6,500 followers on Facebook.

Tennessee Craft Week in October 2017 will have Tanya Tucker as the celebrity spokesperson. Megan Berry will be asked to attend as well. The committee is trying to select the spokesperson for next year. Please think of suggestions who have name recognition.

Teri reviewed the following two new policies: Whistleblower Protection Policy and Record Retention Policy. These were previously reviewed by the law firm Bradley Arant Boult Cummings in Nashville, TN. Morganne made a motion to accept the policies as written. Pat C seconded with unanimous approval.

### **Treasurer's Report**

Morganne reviewed the financial statements for the remainder of the fiscal year with the Board members. Morganne moved to accept the Treasurer's Report, and Reneau seconded with unanimous approval. Teri reviewed the final version of the 2018 Budget. Additional funds were earmarked for Advertising and Promotion to further promote Tennessee Craft if we have the revenue to do it. Reneau moved to accept the 2018 Budget, and Richard seconded with unanimous approval.

### **Fair Committee**

Laurel reviewed the Fair Committee proposal to add \$25 application fee to those who apply for the Emerging Makers' Tent while retaining the 20% commission paid to Tennessee Craft. The proposal suggested the \$25 booth fee would be eliminated. Richard made a motion to table this discussion to the next Board meeting, and Reneau seconded the motion with unanimous approval.

Laurel reviewed another proposal to remove the guild restriction from Spring Fair. It would expand application eligibility and provide a better first impression with our organization by eliminating confusion. Kim made a motion to vote, and Eve seconded. The motion passed with one dissenting vote.

### **Nominating Committee**

Pat M presented on behalf of Nancy. We are looking for nominees with a financial background as a future treasurer, marketing expertise, fundraising or development abilities, or additions to make our board more diverse.

### **Annual Giving Campaign**

Kim noted that we are starting the campaign earlier this year to better increase the opportunity for support. She asked if there is interest in others joining the Fundraising Committee.

### **Diversity Committee**

Cara reported on the R.E.A.L. diversity training that was provided by Metro Arts. She learned that we are in the middle of the numeric scale that is used to evaluate the level of diversity and inclusiveness for an organization.

### **Strategic Plan Update**

Teri reviewed the Strategic Plan, including recent updates, and commented on our progress. She mentioned that we need help in defining marketing and branding guidelines and are hoping that this gap will be filled by a new staff member. An addition to the Strategic Plan is to work with the Executive Committee to engage 5 - 10 donors for increased giving. Natalie made a motion to approve the Strategic Plan updates, and Eve seconded with unanimous approval.

### **Consent Agenda**

Reneau made a motion to include all chapter reports on the consent agenda. Kim seconded the motion, and the Board members unanimously approved.

### **Retreat Committee**

Pat M asked for 3-4 volunteers for the Retreat Committee. Natalie, Cara, and Michelle volunteered to be on this committee with Danielle as the Chair. Danielle volunteered to talk with Cissy for a different plan at next year's retreat.

### **2018 Board Meeting Dates**

The Board finalized the following dates:

January 27 - Retreat; January 28 - Board Meeting

June 9

August 11 - Clarksville afternoon meeting; Best of Tennessee Craft reception opening that night

November 3

### **New Business**

Teri explained the proposal to hire a consultant to complete a brand review and strengthen our message. Eve volunteered to assist in some capacity. Richard made a motion to approve the proposal. Reneau seconded with unanimous approval from the Board members.

### **Mark your calendars for remaining 2017 activities!**

#### **Board Meeting Schedule**

The future Board meetings are the following dates:

- Saturday, Nov 4 – Nashville

#### **Fair Dates**

- Fall Fair: Thurs - Sun, Sept 21 - 24, 2017

### **Adjournment**

Pat M made a motion to adjourn, and Richard seconded. Board members unanimously approved to adjourn.