

TN Craft Board meeting, Saturday, June 9, Bradley Law Firm
Meeting commenced at 10:00 a.m.

Present: Ginna Cannon, Nick DeFord, Reneau Dubberley, Richard Dwyer, Maggie Fansher, Jessica Hagar, Eve Hutcherson, Amy Hutton, Michele Lambert, Doug Lawrence, Danielle McDaniel, Pat Moody, Linda Nutt, David Stempel, Nancy Wallace, Colleen Williams, Kim Winkle, Lindsay Walker.

Absent: Sally Bebawy, Natalie Cuicchi, Sara Glazer, Tim Hintz, Caitlin Reed, Cara Young, Pat Chaffee

New Mid-state Chapter Rep Lindsay Walker is replacing Doug Lawrence who moved to the East Chapter.

Executive officers approved minutes from the last Board meeting in order to expedite posting of minutes on website to inform membership. February minutes need full Board approval. Motion was made by Danielle, second, Linda. Board voted approval.

President report: Pat Moody

Notice change of logo. "Tennessee" is heavier font to increase visibility. Pat thanked Board members for volunteering at Spring Fair and emphasized the important role of the volunteering. She reminder all of the volunteer need at Fall Fair Oct. 11-14.

-Anderson Bailey who has been chairing the Scholarship Committee has asked to step down as the Chair. Pat Chaffee has offered to step into Chair role. Anderson was invited to remain on the committee.

-Pat asked JaneAnn McCullough to Chair the Nominating Committee; if anyone is interested in serving they can offer to serve on the committee. If anyone knows people who might be good Board members, please send suggestions to Pat or Teri.

-The Finance committee, previously asked to be formed, has yet to be formed.

-The Best of Tennessee Craft show in Clarksville's Customs House is coming up; the summer Board meeting will take place there on same day as opening reception, Sat. Aug. 4. Board meeting will be from 1:00-4:30 pm, reception 5:00-7:00. Pre-reception toast at 4:45. Post reception dinner (Dutch treat) will be at the Liberty Grill afterward.

Teri mentioned a few points from her report:

-Emerging makers survey, very good benefit for our members and good entry pathway; continues to draw new members. For the Spring Fair, the Emerging Makers Tent included seven (7) brand new members. Chapters have learned ways to use participation in this benefit as a recruitment tool. Our challenge will

be to communicate with new members to encourage them to engage with the organization in other ways.

- Membership 2017 survey; what things might we want to ask differently in 2018?

- Diversity revenue portion of strategic plan; start thinking about the Annual Giving Campaign. Begin thinking about one's list of prospective donors whose names will be submitted for the Campaign.

- The deadline will be mid-late July.

- Linda posed question about whether or not individuals might be able to sponsor the Fair, instead of a general donation. We can offer that in the AGC letter.

- Sponsorship of the Fair is the biggest opportunity to raise money to help support the Fair; if Board members know of new businesses in Nashville, please share that information with Teri and make the introduction and connection, to begin the sponsorship conversation.

Treasurers report: Amy Hutton

- As of April, revenues of Spring Fair will be in it but not all of the expenses are in yet so final numbers of the Fair are not yet available.

- Balance sheet: cash looks good,

- Grants receivable (indexes: 1340 and 1350) top two grants should be invoicing this month for them to become revenue.

- Eve asked about membership dues, which seem lower. Teri explained that membership is a bit lower than usual, due to membership coordinator resigning in Oct, immediately prior to launch of membership campaign. The launch was delayed until mid-January, after the new webforms were in operation and had been de-bugged.

- Teri provided guidance on how to read the accounting reports and provided explanation of budgeting vs. actual of a few line items.

- Pat reminded Board members to be thinking about whose name to add to the Annual Giving Campaign list given to Teri.

- Danielle mentioned the importance of looking at the "talking points" in our branding refresh and re-branding message when talking to people about giving to the Annual Giving Campaign.

Community Engagement report: Linda Nutt

- The Committee is trying to engage the Board in different ways of talking about diversity and engaging the community more broadly.

- Metro Arts paid for three TN Craft people to go to a one-day Crossroads anti-racism seminar/training. Teri, Michele and staff member Kim Waag participated.

- The Committee considered different opportunities to reach out into the larger state-wide group of people who don't know about Tennessee Craft and its offerings and have strategized ways to reach them. One bona fide proposal considering; Craft Across the World proposal.

-Doug explained the idea of spotlighting the diversity of craft around the world that is represented by TN artists, in a 10' x 10' tent at the Fair on the midway. The plan is to reach out to the international student group at Pellissippi State or other universities or colleges in Nashville, inviting 2 or 3 artists that can present craft representative of their culture. Also represent diversity of ages, not only focus on ethnic diversification.

-The Board watched a short video on micro-aggression and implicit biases. Linda will send the Board a link to an on-line implicit bias test to learn about ourselves and how our understanding can be used to direct our organization in ways that are equitable and inclusive.

-She has asked the Board to take the test and come to the next Board meeting with their results so that we have a better self-understanding and can engage in an informed conversation on the topic.

-Topics for future discussion and development are included in the committee's full report. It's possible that the Craft Across the World can take place at Fall Fair if everyone is in support.

-Teri added that Tennessee Craft has reached to other cultural organizations, sending out a letter inviting them to inform artists they know about our Best of Tennessee Craft exhibit, come to the Fairs and create an event for TN Craft Week. The invitational packet included information about our organization and programs. This went to about 20 different organizations.

-Teri and committee members are going to meet with some of the representatives from the different organizations to further develop the relationships with them.

-the Committee accepts that the conversation needs to continue and broaden.

Agenda change:

-The presentation of the jobs/duties/tasks/timelines of TN Craft staff will be in August instead of today, due to technical difficulties.

Emerging Makers Tent survey: Pat Moody

-Pat opened up the floor for feedback from participating Board members

-Reneau thought it went well and that there was someone there who can offer advice and mentorship; he said the pre-show informational meeting was useful and it seemed better organized than in the past.

-Lindsay mentioned that she liked the model presented by the Plateau Chapter, who each displayed photo and bio at each artist's space. Crowds were wonderful and folks were interested in learning about the purpose of the Emerging Makers Tent.

-Colleen was a mentor who thought that the mentorship worked really well and was effective and helped build confidence of the emerging artists.

-Teri mentioned it's a work in progress. She has received a lot of feedback and continues to work on it in response to feedback.

-Linda complimented the improvement of the traffic flow inside of the booth.

-Teri encouraged the chapters to send follow up communication with their participants, to underscore the value of their experience and encourage participation in the survey.

-Pat thinks completion of the survey should be mandatory. An idea was to hold artist reimbursement checks until the surveys had all been completed.

Consent agenda:

Fair committee and chapter reports.

-Ginna and Eve, who both volunteered at the Fair, commented on the value of supplying all of the exhibitors with bottled water, which we do.

-The question was asked whether or not exhibitors are promised the water in their application materials; the answer was no. Another Board member commented that veterans plan to come prepared, with food and water and other needed supplies.

-Linda suggested to have the volunteer committee have sub committees for the different tasks; such as, a booth sitting committee who would organize those tasks/duties, which we have piloted and just this Fair disbanded. The Spring Fair Volunteer Coordinator was the person who was booth sitting coordinator for Fall Fair, and she believed it was an unnecessary position.

-Teri mentioned her excitement in reading the Chapter Reports and commended the high level of activity going on in the various chapters.

Old Business:

None

New Business:

A conversation with the Executive Committee on the sustainability of the existing business model was

discussed with the Board. Included topics were:

-ownership of office facility is in conversation about renovation/development; likely not to happen for a few years down the road.

-Teri mentioned that in Nashville there aren't many places we'd be able to afford and other changes in the environment were imminent threats, such as: increased competition with craft fairs, increase in salary wages in Nashville, increased cost of living, growing work load, as Tennessee Craft moves into marketing itself and its members more, and the hiccups that occur on occasion, such as membership campaign delay, when staff turns over. As millenials move into the workforce in greater numbers, their desire to work less and make more will change how much work can get done within the current staff roles. Teri recommends the Board begin a discussion about what we do, why we do it, and whether we can sustain ourselves as is, or if changes are needed. What is the impact of our work, on the craft community and what is the public benefit? These questions should guide the conversation and future actions.

- One board member noted we need to strengthen our structural support; resources, money, space, staff. Our programming is strong.
- Linda encouraged us to look at our long-standing "mandate" dating from the 1960's and to evaluate its current-day relevancy. Are we doing the things that make sense for the 21st century? Is there a way that we can mediate this financial and personal exhaustion that the organization seems to be wrestling with?
- Eve suggested looking at the KY Craft Guild model; Linda suggested looking at related organizations to see what they do and what we might learn from them.
- Ginna suggested the possibility of working in a co-op space since much of our work is internet based.
- Teri suggested the creation of an Ad-hoc Committee to start strategizing next steps, what questions to ask, how to solve these problems/concerns. Those who were interested in serving in this role were asked to let Pat or Teri know.

Reneau Dubberley moved to adjourn, Richard Dwyer seconded. Meeting adjourned at 12:30 p.m.