

Summer 2018 Quarterly Board Meeting Minutes

August 4, 2018

Customs House Museum and Cultural Center
200 South 2nd St, Clarksville, TN

Pat Moody called the meeting to order, and Pat Chaffee took roll. The Board members in attendance were Sally Bebawy, Pat Chaffee, Nick DeFord, Richard Dwyer, Maggie Fansher, Tim Hintz, Eve Hutcherson, Amy Hutton, Michele Lambert, Doug Lawrence, Danielle McDaniel, Pat Moody, Linda Nutt, Nancy Wallace, Kim Winkle, and Cara Young. Executive Director Teri Alea was also in attendance. Audry Deal-McEver attended for the Midstate Chapter.

Absent with excuse were Ginna Cannon, Natalie Cuicchi, Reneau Dubberley, Jessica Hagar, Colleen Williams and David Stempel.

June Meeting Minutes

Sally pointed out a typo correction to the June 2018 minutes. The previous Board meeting minutes, with the correction, were unanimously approved.

President's Report

Pat M relayed a story involving another nonprofit where she volunteers in support of the Annual Giving Campaign. The premise of the story was that a person's reason for donating may be unknown and their ability to give limited, but we need to ask for donations and do what we can to be an ambassador for Tennessee Craft and gain resources for our organization.

Executive Director's Report

Teri highlighted accomplishments from several Chapter reports.

Market Fine Craft:

- The staff is working on Fall Fair, designing the postcard, securing ad contracts, and getting the Emerging Makers Tent process set up. Applications are down 22% which could be due to the change of dates. The new date is in direct conflict with Pink Palace Arts and Crafts in Memphis and other shows.
- The Summer Newsletter was well done. Teri brought extra copies for Board members to pass along to parties interested in our work.
- Tennessee Craft Week number of events registered by July 15 increased to 60, not including the Welcome Centers, for 2018.
- Our presence on social media platforms has continued to grow

Diversify Revenue: Teri plans to contact new Nashville businesses to ascertain sponsorship opportunities. Amy identified PODcaster, Donald Miller, as a possible Nashville based sponsor.

Treasurer's Report

Amy reviewed the 2018 Year End financial reports. She pointed out we were under budget in revenues but Teri controlled costs very well to compensate. Consulting fees were significantly higher due to hiring Stone & Steel Creative, Stephanie Simkin, for the brand refresh. Also, Graphic Design increased 69.9% due to turnover of Communications Manager position, which caused less or slower hand off for design. In addition more design needs are being met.

Teri covered highlights of the proposed 2019 Budget. Several accounts were padded to cover contingencies. Known Expense increases are:

- Payroll (2 small raises planned)
- Printing (possible new collaterals)
- Tent Rental (lost the benefit of sharing expense with Dog Days Festival due to date change)

Danielle made a motion to approve the 2018 Year End financial reports and the 2019 Budget. Kim seconded the motion with unanimous approval by the Board members.

Nominating Committee

Members: Jane Ann McCullough (chair), Richard, Sally, Eve, Nick, Maggie, Pat M.

Recommendations will be made in time for the Board to vote at the November 3 Board meeting. Final ballot will go out to the entire membership.

Board Retreat 2019

Danielle provided an update for the Events Committee. The Retreat dates will be Feb 8, 9 and 10, 2019 and will follow the same format as 2018. We will meet on the Clay Lady Campus and will have a group team build, "Print-making on Tile".

Brain Trust Report

Members: Teri, Pat M, Richard, Michelle, Eve, Linda, Maggie, Danielle, Nick

Eve provided the update. No solutions were determined since more information is needed. We may need to consider modifications to our business model. Tim suggested we consider focusing solely on Fairs.

Assigned research items:

- Teri: Comprehensive financial trends (what drives growth or decline). Also education component (critical for grant funding)
- Linda: member/community survey evaluation
- Eve: Broader audience
- Maggie: Competition
- Danielle: Demographics of Clay Lady Campus
- Nick: Fair competitors

Community Engagement Committee

Members: Linda, Michele, Doug, Teri, Nancy, Cara, Ginna, Sally, Pat M

Linda began her update by asking how many Board members had taken the Implicit Bias Survey. Most of the Board had. Some Board members gave their results, others commented on how it was presented and some noted the difficulty in keeping up with the changing instructions. Most agreed it was interesting.

The committee is working on two future projects:

- The Cultural Tent is targeted for the Spring 2019 Fair.
- A "Participation Wall" will be located in the Welcome Tent at the Fall Fair 2018 to connect to fairgoers and welcome our public to be a part of our craft community. The public will be invited to submit a written response to a (yet to be determined) question related to the presence of and role of craft in their family. An example of a good question might be "What do you make with your hands?" The Wall will be manned by committee members.

Linda provided updates on the three strategies adopted by the committee:

- 1) Demographic question added to online fair application. Forming a Fair evaluation sub-committee.
- 2) Ongoing outreach/contact with individuals and groups of other cultures.
- 3) Special project development for outreach efforts. (Cultural tent, Week of Craft demos)

Audry Deal-McEver recommended the committee check with other groups and the availability of those groups' data (ie: Frist and Oasis Center joint effort).

Annual Giving Campaign

There was some discussion on the Annual Giving Campaign email Teri sent on July 19, in which a recommended goal of \$1,400 per member was stated. Richard agreed goals are good. Sally and Danielle thought a condensed 3 bullet roadmap would be helpful and Kim noted members should donate as their budget allows but try to give names of potential donors. Our goal for FY19 is \$34,000.

Consent Agenda

Tim made a motion to approve all chapter reports, Fair Committee, Scholarship Committee and Workshop Committee on the consent agenda. This was seconded by Eve and the Board members unanimously approved.

New Business

- Teri requested a one-time waiver/exception to the limit of 10 slots for 2D art. Currently there are 5 more painters on the waiting list. Kim made a motion to approve which was seconded and unanimously approved by the Board.
- Sally asked if the Finance Committee was being formed. Pat M responded "Not at this time".

Best of Tennessee Craft Reception

The Board attended a Pre-reception Champagne toast to our Honorary Members and Advisory Council, followed by the Reception. Awards were presented at 6 pm. The Best of Tennessee Craft Exhibition runs until October 15, 2018 at the Clarksville Customs House Museum and Cultural Center.

Remaining 2018 Board meeting date:

November 3 -> Bradley Law Office in Nashville, TN

Adjournment

Richard made the motion to adjourn which was seconded by Linda and Doug and unanimously approved by the Board.