

Tennessee Craft Board of Directors' Meeting Minutes  
November 2, 2019 at 10 AM  
Clay Lady Campus  
1416 Lebanon Pike  
Nashville, TN 37210

Linda called the meeting to order. Sally took roll.

In attendance: Sally Bebawy, Synthia Clark, Nick DeFord, Reneau Dubberley, Pat Moody, Linda Nutt, Jennifer Justice, Kim Winkle, Wisty Pender, Nancy Wallace, Natalie Cuicchi, Pat Chaffee, Maggie Fansher, Jessica Hagar, Cara Young, and Kelly Kessler

Absent, with excuse: Danielle McDaniel, Dana Blickwedel

#### August Meeting Minutes

Natalie moved to approve the August meeting minutes. Reneau seconded. No clarifications or corrections were made. All approved.

#### President's Report

Board of Director changes – Kelly Kessler was welcomed as the new Midstate Chapter Representative, replacing Lindsay Walker. Kim Winkle was thanked for the many years of service and support she committed to Tennessee Craft as a Board member and volunteer. Additionally, Elise Reecer, who moved to Denver and Amy Hutton, whose workload doubled were recognized and thanked for their service.

Remote e-participation – Linda requested a motion to form a short-term taskforce to investigate and test out the option of remote e-participation. Pat M made the motion. Kim seconded. All approved. Kim said that at least once a year there should be a meeting in person, adding that it's hard to get to know each other with limited number of meetings per year. She also said that she favors travelling to different chapters. Reneau clarified that this taskforce would not be a decision-making body, but they'd be asked to come back to the board with recommendations.

#### Executive Director's Report

Jennifer said that the fair was successful, with \$116K in income and \$42K in expenses. There was also a record high for emerging makers' revenue, at \$24K, which Tennessee Craft made a commission of \$4900.

Tennessee Craft Week had over 1000 artists.

There were 13 MAAP applicants.

Jennifer encouraged board members to refer 5 names to her for the annual fundraising campaign outreach. The goal is \$25K for fiscal year 2020. She also noted that Tennessee Craft has received the Turner grant, \$10K, from Teri Alea's work, which is earmarked for summer studies.

Dana and Jennifer researched the budget and explained their findings in a document, available to the board online in the Google Board folder. The main findings include 1) a grant written in 2007 was funded (\$6500) but unspent/unused; Jennifer indicated she expects to execute the grant this year.

Audit and tax return are completed. Results are available online.

Jennifer also invited all to visit the new space. Moving expenses exceeded the budgeted amount by \$2K, for a total of \$7618.

Kelly asked for the process for soliciting money and thanking donors. All donors have been called with a thank-you call in the past regardless of the size of their donation.

Jennifer said that Jennifer Chalos, fundraising consultant, will join us today for a presentation. We are using the Windgate Foundation grant money awarded in fiscal year 2019 to retain Jennifer C's services.

#### Jennifer Chalos's Presentation

Jennifer C visited the Spring Fair and noted the camaraderie. She has broad experience in the arts development world in Tennessee. Within Middle TN, she has worked with the Frist Art Museum, Humanities Tennessee (Southern Festival of Books), Nashville Ballet, and the African American Music Museum.

#### How to maximize ED's expertise as a fundraiser

Of the 33 surveys sent to current board members, advisory council members and selected others, 14 people responded. Several board members had not responded; Linda asked that all do so promptly so Jennifer will have more complete data to inform her about our organization. She will be conducting interviews/conversations with representatives of past giving organizations and potential new donor/sponsor organizations to assess their impressions and history of/with Tennessee Craft.

Individuals that have given to TN Craft and important prospects will also be interviewed. She welcomes feedback about others to contact. Additionally, she will complete a competitive analysis of Tennessee Craft to other similar organizations as part of her plan of services for us.

She will be sharing more information with us at the organization's retreat in February in Gatlinburg. As a preview, J. Chalos reviewed her findings of the surveys received to date. Specifics included – responses below the questions:

#### 1. Why do you serve?

Where are you connected, where do you volunteer, where your passions lie: religious connections, community, social services, activism; possibly do a social across two organizations, can have a booth somewhere, or speak at a church somewhere; Words/phrases that describe TN Craft: positive, sense of urgency, "unique" "relevant"

#### 2. Public knowledge of TN Craft: fairs

TN Craft's performance: around half didn't know about fundraising efforts, growing donors; ranked 3.6 out of 5 among philanthropic priorities – think about what would make it more compelling to give; donor engagement – average-weak but okay because it's propelling forward.

3. What role might you play in fund development? It's relationship building. Introduction, engagement, asking, thanking, and stewarding those funds.

People said thanking donors, writing a check, hosting gatherings to introduce donors. Jennifer C: If you decide that we are going to have an exceptional thanking protocol, this will go a long way. If you are at 100% giving of board members, use your story for why you are involved and contribute. Hosting gatherings – can open your studio, birthday bashes – have it be a TN Craft party, can be anyone – your church groups, others.

#### 4. What's missing in fund development?

Craft store, brand awareness, corporate partners, crowd source fundraising, events, legacy endowments, major gifts, new donor recruitment, social media, and planned gift by artists.

#### 5. Ideas for donor prospects: list produced by the board

#### 6. Resource and Training Opportunities

Need more knowledge about how to ask a donor/initiate a call/role playing in Feb's retreat, fundraising/in depth training, investment options.

#### Questions and Comments

- Wisty asked if someone donates \$X, what does that translate to? Does it go to an artist learning a new technique or what? Jennifer C: you want to say \$100 gets an artist to do this.
- Kim – can we have targeting giving? Like scholarships for me would be meaningful. But would a bookkeeping problem.
- Synthia – we have spoken about this in the past, people can opt to not be thanked. Jennifer C: the default should be thanking.
- Linda – what about the people thanking the people that each board member solicited? Limitation has been getting the database capable of identifying a person's giving history for those who solicited them. Can ask a friend to donate again and donate more? Jennifer C: maintaining the relationship is important. Important to have multiple relationships with several individuals who can connect the organization to others.
- Kelly – what is the staff time dedicated to this? Jennifer J: I submit all the grants right now. Development committee will be developed around the findings and consultation of Jennifer C. Jennifer J. said ideally, we would have a development director.
- Maggie – would like to see who are the donors that currently give. Linda – and see the donors who used to give/ask why they stopped.
- Kim – at university, alumni relationships are important. Scholarship recipients have relationships.
- Kim – can we quantify volunteer hours of the board? And have it count as the donation? Reneau – it only takes \$1 to count as donating.
- Jennifer J – some grants require us to report a breakdown of the board members and how much they give. When we only give \$1, it looks bad.

#### September Financials, Jennifer J. and Reneau

Please look at scoreboard (excel sheet) by Dana, an "excellent summation" of the September 2019 financials.

80% of Metro Nashville Arts Commission has yet to be received; we expect to receive it in November.  
\$60-63K

### Actual vs. Budgeted

When report was generated, we hadn't received all the money. Actuals are much higher now. We received more from corporate sponsorships. Have since received over \$5K. We are good in relation to actual vs budgeted expectations.

### Balance Sheet

Cash on hand at the end of September is in excess of \$400K.

The accountant clarified that since we use the accrual accounting system incoming monies are shown as assets upon receipt. Expenses are subtracted as they occur – this includes invoices. When a grant is received, it may be shown as an asset in one fiscal year while expenses may be subtracted in another fiscal year, should they occur in a following fiscal year. For example, the Windgate grant, which is shown in restricted funds, is targeted for and will eventually be owed for the consultant work that Jennifer C is providing. That's how we are going to carry it over.

The liquidity ratio...Tennessee Craft can survive for 7 months if there's no income and our investments remain stable.

As of September 30, 2019, we have \$168K in revenue compared to budgeted which is higher. There is no problem, some income has yet to be received as noted earlier. In November, we will see that discrepancy be resolved as funds are received.

### Budget, Jennifer J.

Revised FY 2020 budget

An updated budget for fiscal year 2020 was presented for review and approval. A new column for restricted funds was added to show the income received in fiscal 2019 that has yet to be expended. For example, the \$25K grant from the Windgate Foundation and the \$6500 for the Heritage grant are shown here. Expenses will be subtracted as they occur. This allows us to see the full available income and expenses though they wrap around two fiscal years. The Finance committee and executive committee approved the updated budget.

### Found money

Some years ago, when Alice Merritt was the Executive Director a fundraising campaign solicited donations to start a craft/sales store. Over time, this initiative was dropped. All the donors who could be located were contacted with an offer to return their donation. The donors for approximately \$956 could not be contacted. This money resides in the budget as restricted. A request was made to unrestrict this money and return it to operating funds.

A motion was made to accept 1) all financial reports, 2) the updated budget, 3) the audit, and 4) to move \$956 out of the restricted category into operating funds.

Reneau made a motion. Kim seconded. No further discussion. All approved.

### Honorary Members, Nick DeFord

Nick reported on the work of the Honorary Member committee. The committee consisted of Nick, Tim Hintz (chairperson), and Linda Nutt. Three individuals were nominated with substantiation of their contributions to appreciation of craft in Tennessee.

There was discussion about 1) the varied number of nominees historically selected for honorary membership, 2) and the need for a more formalized structure which will guide future nominations prior to the next nomination period.

Wisty made a motion that all nominees be presented to the general membership for consideration and a vote. Kim and Nick seconded. Approved except for Pat M and Reneau.

Nominating committee for Board of Directors

Pat M was chair with Dana, Nick, Jennifer and Linda.

This slate is drawn from across the state of Tennessee. Nominated are Catherine Willy for Treasurer (middle TN), Felecia Dean (Knoxville - UT), Lael Caldwell (middle TN), Dianne Hotvedt (middle TN), Lindsay Rogers (Johnson City – ETSU), and Paige Ward (Jackson – Union U). The slate will go to the general membership for a vote in late November.

Reneau moved to accept the nomination, Kim seconded. All approved.

Retreat plans - Feb 7-9 at Arrowmont in Gatlinburg, TN

There was discussion about the desirability of compressing this annual event into two days (Saturday and Sunday) due to comments from some board members that the historical Friday, Saturday and Sunday schedule was causing hardships and, in some cases, prevents them from attending the meeting.

It was noted that Arrowmont welcomes travelers who arrive on Friday even if the formal work begins on Saturday. Concerns about accomplishing the facilitated work on Saturday with Jennifer C and Diane H (who is hoped to be approved as a new member of the BOD) were expressed if the meeting was to begin later on Saturday. Different possibilities in accomplishing the work were discussed. Synthia noted that her chapter would like to host a get together on Friday evening so the chapter members and the board members can get together. Also suggested was that a mini-tour of the Arrowmont facilities be scheduled if possible since many of the board have never visited the craft school before.

Natalie made a motion that the workshop begin on Saturday between 11AM and 1 PM (to be decided by the Executive Committee), and break on Sunday in the afternoon. Nick seconded. All approved. Nick will work with Linda and Jennifer and Synthia/chapter to work out the details.

Community Engagement

The Curb Center, which Sally previously reported were interested in a craft exhibition, has decided not to pursue this event after all.

Consent agenda – Chapter and Committee reports

Reneau moved to accept as presented. Natalie seconded. No discussion with unanimous approval.

Board Meeting Schedule for 2020

Linda suggested we query the board members to identify dates that are known to be the least problematic in terms of limiting board member participation in the upcoming calendar year before we set the schedule at the retreat in February 2020. Synthia will send out a Doodle poll to find out board availability.

#### Other business

Pat M praised having all the board documents in one central location on the internet.

Linda reminded returning board members in 2020 that we will identify the committee we would like to work with at the retreat business meeting in February 2020. The committee descriptions are in the Google Board folder for reference. Long time fair committee chair Laurel Sprague has resigned. Her commitment and energy are recognized and appreciated.

Jennifer encouraged everyone to fill out the notes for donors. Kim and Reneau explained that in the past they had their own packet of soliciting letters to send out with personalized notes and asked for guidance of the process in place now.

#### Adjournment

Wisty Moved to adjourn, Kelly and Sally seconded. Unanimously approved.

Minutes recorded by:

Sally Bebawy