

**Governing Board Meeting**  
**November 13, 2021, 10am - 1pm**  
**Zoom**

*Attendance:*

*Board members:* Linda Nutt, JoEl LoGiudice, Maggie Fansher, Reneau Dubberley, Pat Moody, Roberta Bell, Pat Chaffee, Synthia Clark, Cynthia Gadsen, Candace Gooch-Ward, Kelly Hider, Wansoo Kim, Vincent Lillegard, Christi Teasley, Paige Ward, Shaun Giles

Absent: Sally Bebawy, Audry Deal-McEver, Wisty Pender, Jessica Hagar

*Staff members:* Kim Waag

Meeting begins at 10:02 am. Linda shares a special welcome to any Tennessee Craft members joining this annual membership meeting.

**Approval of August 2021 Minutes**

*Reneau moves to approve the minutes from the August 2021 meeting, and Pat Moody seconds. All in favor.*

**President's Report**

Linda welcomes questions on her report, but specifically addresses the executive committee's work on an official covid-19 policy. The group decided to await legal determinations on the state level before any organizational policy is implemented.

She acknowledges some board members have resigned service. The past year was difficult for our organization, and some board members agreed to stay on for an additional year to get us through the pandemic (Danielle McDaniel, Synthia Clark, Wisty Pender, Cara Young). Linda thanks each for their dedication and additional contributions.

Lastly, Linda has been reviewing board pledges, and will be contacting board members via email about the status of individual pledges. 2022 will mark a new year of giving, with many new initiatives and outreach opportunities. The Annual Giving Campaign for the organization is live, and full board participation is vital in order to encourage public support. She encourages each board member to give in their own meaningful way.

**Member Spotlight: Kelly Hider**

Linda welcomes Kelly as a pilot to a new board meeting agenda item...learning about our craft community and board member involvement.

Kelly is the Youth Program Manager at Arrowmont School of Arts and Crafts in Gatlinburg, Tennessee. She gives a brief overview of the variety of programs her department facilitates, including ArtReach, a local youth outreach program serving youth grades 3-12th (22 schools, around 75 students) in Sevier county. One-day craft workshops hosted throughout the fall are led by artist-in-residence recipients, who gain teaching experience and are paid for their time. These workshops are craft-focused and designed to be supplemental to the school-system art program.

Given the success of ArtReach, Arrowmont applied and received funding to expand the program in order to reach more communities throughout appalachia. ArtReach on the Road has traveled to 6 states, and workshops are inspired by local artists and hosted in local cultural centers in each area. The pandemic has delayed the development of the program, but Kelly hopes to expand in spring 2022, establishing more program sites, and creating a rotating two year schedule. She spends time highlighting various instructors, and emphasizes the use of high quality materials and the positive feedback among participants.

Given the pandemic, many of Kelly's programs had to pivot into virtual/distanced formats. ArtReach became take home kits, delivered to school districts. Kelly and her staff created a private YouTube channel with instructional videos corresponding to each kit that would translate into a 40 minute workshop (9 virtual workshop lessons created to date). Students could keep all materials, instructors were responsible for video content, and teachers were responsible for submitting photos of in-progress and finished work. Kelly and team packed and distributed 2,300 kits to 30 different schools in 4 different states in the 2020-2021 academic year. They have distributed 1,300 kits so far this academic year.

In addition, Kelly speaks on the new Visions Internship program at Arrowmont. Created specifically for BIPOC recipients interested in art administration, this internship arose from many conversations among Arrowmont staff. The recipient spends roughly 40-50% of their time with the youth programs manager, and the rest of time based on interest.

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

Kim welcomes any questions regarding her report, and speaks on the following additions since her report was circulated:

- The three masters from the MAAP were joined by TC staff and members from the Tennessee Arts Commission for yesterday's interviews with potential apprentices. Apprentices have been selected, and will be announced in the coming weeks.
- The Community Foundation of Middle Tennessee has pledged \$8,400 for Kid's Tent at Spring and Fall Fairs in 2022.
- Kim has had a meeting with Volunteer Lawyers and Professionals for the Arts (connected with Arts and Business Council) to request legal services for our two new programs, planned giving and Shop Tennessee Craft. The organization has qualified for both requests, and will receive client service agreements in the coming days.
- Staff will host a virtual chapter leadership retreat on January 8th.
- Our upcoming Lunch and Learn series happening each Thursday in February will be sponsored by WC Dillon Co. and Insight Risk Management, allowing the series to be free for all members.
- Sponsored again by Arrowmont, the professional development workshop will occur on January 22, and feature Richard Lou, the Art Department Chair at University of Memphis.

**Break return at 10:54am.**

### **Treasurer Report & 2021 Financial Audit**

Reneau first reviews the statement of financial position as of September 30th. Overall, the organization is in a good financial position, and staff has done an excellent job collecting income from grants, government relief funds, and managing expenses. Operating funds are slightly above two hundred thousand, but current grants

receivables are down from last year. Total liabilities and equity show a net income of \$121,000 compared to \$-49,000 of last year. The PPP loans have been forgiven, and removed from liabilities.

Reneau moves to the Statement of Activities, and focuses on budget vs. actual. The organization has received \$72,000 in government contributions to date (awards received earlier than expected). Booth fees are lower than budgeted (\$64,000 vs. \$87,000), potentially corresponding to a decrease in applications at the fall fair.

There is a negative \$10,000 in corporate sponsorship dollars, but this is a timing issue with when income expenses for the programs are received. Overall, expenses are much lower, and the organization is slightly under budget but not as much as currently depicted. Net Income is at \$121,000.

Reneau then speaks to the investment funds located in the Vanguard account, which have had no managerial input in the past years. Yearly gain in these two investment vehicles differed drastically (.32% vs. 42%).

The financial audit is complete with no findings. Tennessee Craft has an excellent financial management system in place.

The 990 report, the annual income tax report, is completed and available to the public. We must submit this report to renew our charitable registration, and will continue to update all information for a non-profit organization.

*JoEl motions to accept the financial report and audit report. Pat Moody seconds. All in favor.*

### **Current & Future Development Activities**

Linda announces that the Best of Tennessee Craft exhibition is a success! It is a wonderful exhibit, and well-represents craft from across the state. Peter Baldaia's preview tour was very thoughtfully spoken. She congratulates JoEl, Audry and Roberta for having pieces in the exhibit. Revenues from the opening event are yet to be figured.

Bonnie has been busy working on sponsorships, and the Annual Giving Campaign. Fundraising efforts for the Shop Tennessee Craft was put on hold given other campaigns. The Annual Giving Campaign was delayed until the completion of the audit, but this new timeline will allow for a more comprehensive financial report. Year-to-date, the organization has only raised two thousand for the Annual Giving Campaign. Linda encourages board members to give, and to expand the organization's giving network.

Membership numbers are up from last year, but still down from 2019.

Laura Anne Turner gave money a couple years ago to underwrite scholarships, and she donated again to underwrite the awards for Best of Tennessee Craft exhibition.

Bonnie and the development committee are working on a closing event for Best of Tennessee Craft exhibition honoring the best of show recipient. The exhibit closes in February.

The planned giving group has been collecting research on legacy gifts. There are lots of parameters to establish, and Linda welcomes other board members' input on referrals of expertise.

Linda reports that there were 135 volunteers for the fall fair, primarily from HCA.

Linda thanks Sally Bebawy for her work photographing Best of Tennessee Craft exhibition, and Candace for donating her handmade vases as gifts for honorary members.

Development committee grappling with the 'why' for donating to Tennessee Craft. We need to answer this question in order to more directly appeal to craft supporters. Linda asks members to think about why we give, and be prepared to answer the questions at the upcoming retreat in February.

Linda asks board members to review/update/summarize their biographies in order to publicize on the website.

### **Diversity, Equity, and Inclusion Statement Update**

JoEl and Kamilah co-chair the Community Engagement committee, and the group has met monthly since January. The group's mission is to fulfill goal two of the strategic plan. At the last board meeting, the entire board approved the DEI statement now visible on the website.

Committee is reviewing the organization on all levels to remove barriers. While the group is twenty members strong and growing, smaller subcommittees are focused in a variety of areas:

- Outreach - creating virtual participation options
- Financial - more robust scholarship opportunity
- Imagery - studying marketing materials for fair representation
- Membership - how are we engaging new members, representative of our state's demographics?
- Complete history of craft

During the January and February months, the committee will continue to recruit members to participate in the committee's goals. All are welcome! JoEl asks all board members to get involved in ways they feel called. She encourages the board to review the report for more detailed progress and main accomplishments over the last months.

A few dates to be aware of

- Demo Day on December 11 - 5 demonstrators on site at BOTC at the Tennessee State Museum, kids & family activities, JoEl will represent TC and give the keynote presentation.
- Symposium on February 12 - History of Black Craftspeople in partnership with Tennessee Craft Museum.

Scholarship sub-committee of CE presented a draft of a new scholarship to the scholarship committee. Lots of great discussion, and suggestions, to include a permanent liaison position between the committees.

### **Shop Tennessee Craft Update**

Since the last board meeting, the eCommerce committee has been hard at work with staff and the Muletown team ironing out details for the new Shop Tennessee Craft program and site. The development team is in the process of finalizing the first draft of the site in the coming week. Once finished, staff will perform a thorough review of the entire site, and return to Muletown with necessary changes/updates by early December. Steps following this first draft and review include engaging 3-5 beta artists to help us further test the site and give feedback which will lead to the construction of artist application guidelines and other supporting materials necessary for launch. The committee will continue to advise on program policies, site accessibility and artist

liaison initiatives. Maggie thanks the staff and committee members for the diligent work on this program over the past year, and looks forward to celebrating the launch of the site with the board in early 2022.

### **Consent Agenda: Chapter and Committee Reports & Presentations**

Two chapters, Plateau and Midstate, have not submitted reports. Reports from the Northeast, South, Southwest, and East chapters were submitted for the board's edification and approval.

*Kelly moves to accept the existing chapter and committee reports. Christi seconds. All in favor.*

### **New Business: Chapter and Others**

#### *New Board Slate and Executive Committee Member Approval*

The Executive Committee concluded to fill one vacant position, and keep one position open. There were three nominations; members from the executive and nominations committees interviewed each candidate; Nancy Wagner was selected. She was nominated by Reneau Dubberley and is a long time member of Northeast Chapter with extensive experience as an educational administrator in her professional career, and artistic experience as a quilter in her personal life. She participated in the Emerging Makers Tent at the fall fair.

*Synthia Clark motions to invite Nancy Wagner to the board in 2022. Paige seconds. All in favor.*

Reneau mentions adding Nancy's administrative experience to her biography before information goes out to membership for voting.

#### *Retreat Logistics - February 5 & 6, 2022*

A suggestion was made by staff, given feedback from the Tennessee State Museum employees, to host the Tennessee Craft Board Retreat at the museum in Nashville, giving all board members the opportunity to see the exhibit. The museum has the availability to host TC, within normal museum hours Sat 10-5pm, Sun 1-5pm, for a fee of \$750. As of right now, TC does not have the ability to offer the option to attend remotely. Each member would be requested to attend in person.

*Reneau motions to host the retreat + board meeting at the Tennessee State Museum in February. Paige seconds. All in favor.*

#### *Finance Committee Recommendation – Vanguard Investment Accounts*

Reneau summarizes the finance Committee's proposal to the Executive Committee to move funds from the money market to the index fund (both Vanguard accounts). Overall investment dollars are not keeping up with inflation. Monies in the investment funds have been used in the past for expenses exceeding cash flow, but not since Teri Alea was executive director. If monies are needed, funds in either account are available within 2-3 days. Moving the money to the index fund does increase risk, but it is a long-term, well-diversified investment vehicle.

*Vincent moves to approve the transfer of funds. Roberta seconds. Thirteen in favor. Majority carries.*

#### *Executive Committee Composition*

Linda presents the following leadership slate to the board for approval for the upcoming calendar year:

Linda - president  
JoEl - vice president  
Reneau - treasurer  
Maggie - secretary  
Kelly Hider - member-at-large\*  
Shaun Giles - member-at-large\*

\*Their inclusion does not have to be approved by the membership.

*Wansoo moves to accept the leadership slate composition. Candace seconds. All in favor.*

Linda thanks everyone for their time and input. She reviews the board members directives until the next meeting, including giving to the annual campaign, thinking about committee assignments for 2022 and the 'why' you give. She will be in contact with each member regarding the status of pledges.

Adjourn at 12:38pm.

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Minutes prepared by *Maggie Fansher*

*Linda M Nott*

, Governing Board President