

Governing Board Meeting

February 6, 2022; 10:00 AM – 1:00 PM CST

Zoom

Attendance:

Board members : Linda Nutt, JoEL LoGiudice, Maggie Fansher, Reneau Dubberley, Pat Moody, Shaun Giles, Kelly Hider, Tiana Boisseau-Palo, Pat Chaffee, Audrey Deal-McEver, Nancy Fischman, Cynthia Gadsden, Candace Gooch-Ward, Jessica Hagar, Wansoo Kim, Vincent Lillegard, Paige Ward Moore, Lindsey Schroeder, Christi Teasley

Absent: Nancy Wager Foriester (excused), Sally Bebawy

Staff members: Kim Waag

Call to Order and Roll Call & Welcome New Members Linda

Linda calls the meeting to order at 10:04am. She welcomes new members, Nancy Wagner Foriester, Nancy Fischman, Lindsay, and Tiana, and remarks that the executive committee welcomes Shaun and Kelly as at-large-members.

Approval of November 2021 Board Meeting Minutes

Pat Moody moves. Christi seconds. All approve.

Member Spotlight - Shaun Giles

Shaun is a life-long Nashvillian, received degrees in studio art and education at TSU, and once graduated, began to work at the Frist Museum. He shares his work as the Community Engagement director with the Tennessee Craft board:

- Oversees all partnerships with community organizations primarily in Davidson county (Oasis Center, 50 Forward, Metro Parks, Casa Azafran, etc.)
- Facilitates and constructions resources for educators
 - *Art Trunk* program - a lesson plan + all the activity materials in conjunction with current exhibition, made available to all community partners
 - Teacher professional development workshops
 - Creates educator guides based on exhibition calendar
- Facilitates numerous community art exhibitions
 - *Teens Take the Frist* - any teen can submit work
 - *Young Tennessee Artists* - AB Studio Artists and IB program artists art show
 - K-12 artists school shows located geographically close - around 3000 students participate, receptions for around 500-1000 students and family
 - Community Exhibitions - *We Count*, *First Time Voters* - 5 artists to talk to their communities about the voting experience and impact, digital component with artists talking about their experience
 - Next exhibition - *Nashville Art Teachers*, juried show, open to all Davidson County teachers, public and private

Shaun is also a drawer & painter, and shares a few of his own pieces in acrylics/charcoal/graphic. He welcomes questions/comments.

- Maggie asks about how the programs he oversees are funded? Local grants primarily for specific programs, team of grant writers check in with Shaun throughout the grant cycle to gather information about what programs/exhibitions are happening
- Linda asks about collaboration potential with TC? Possibly, through Shaun's department and public programming, but all programming correlates with upcoming exhibitions. Shaun states he will be our contact.
- Cynthia - how can college students get involved outside of the internship program? Shaun says stay tuned!
- Audry asks Shaun what is happening in the Nashville art scene that he is most excited about? To name a few ... Arts Collective, NORF, murals in North Nashville, new gallery director at Fisk, young artists emerging from Fisk, TSU, Nuveen Barwari!

President's Report & Board Leadership Manual

Linda thanks Reneau for his work as treasurer, and remarks that Nancy Fischman has replaced him as chapter representative for the Northeast chapter.

The Executive Committee made the decision to move this retreat weekend virtually given the Omicron variant. She laments that the group could not meet to celebrate the Best of Tennessee Craft exhibition at the Tennessee State Museum, but encourages board members to visit if they already haven't. Closing event was postponed given the pandemic threat, and will be rescheduled, date TBD.

She thanks Wisty, Cara, Synthia and Roberta for their time on the board in past years (their terms ended at the end of 2021).

Currently, Tennessee Craft has two leadership manuals, one for the board and one for the staff. Kim and Linda will continue to work on reviewing, editing and consolidating the staff and board manuals into one leadership manual. Once their work is finished, the new manual will be distributed for review and approval.

Executive Director's Report

Kim directs the group to her executive report and the development report from Bonnie, both available on the drive. She welcomes questions. There are a few items to discuss/provide updates on since the report was written.

The first is ongoing research of employer supported health insurance. Tennessee Craft was offered insurance through the state in years past, but the criteria for eligibility has changed, and TC no longer qualifies. Kim has been researching private contracts, but no companies could offer quotes until the end of February. She will reach back out at the end of the month. At least two staff must sign up in order for a contract to be valid, but currently, no staff is interested. Kim will still gather quotes for budgeting reasons.

Kim and the finance committee are reviewing the professional fees associated with our accounting firm, Kraft CPAs. The goal is to reduce the fees associated with the variety of services they provide. The group has discussed transferring to the cloud version of Quickbooks, which would allow both Kraft and TC staff to have access. Staff could pull reports, and code p&l line items, thus potentially decreasing Kraft fees. Lindsay remarks that this model is her professional experience, and in her case, staff would be trained by CPAs to perform as many tasks as possible. Kim is scheduling a meeting with Kraft to further discuss this option and the delineation of responsibilities.

As mentioned yesterday at the retreat, Kim submitted a grant through TAC for federal arts and culture relief funding to pre-selected grantees. Overall, the grant was written for \$210,000 over three years, the total revenues lost during the pandemic. This is a reimbursement grant to FY 22-23-24, and Kim will hear by the end of March/April. Funds for a marketing consultant were written into the grant application.

Nancy Fischman clarifies that Kim's report mentions FY22 tax documents, and needs to be FY21 tax documents. Kim to make change.

Quarterly Treasurer's Report, Investment Report

Reneau begins with a review of the *Statement of Financial Position*. Tennessee Craft has \$124,000 cash on hand, which is stable in respect to past years. Investments have increased by \$6,000 since last year. Grants show the same receivables as last year, \$39,000. Same current assets as a year ago. Deferred liability of grant monies will be relieved once award is received, grant close out to show compliance. Unrestricted net assets are up \$10,000 from last year to \$181,000. Net income shows a positive \$46,000 in excess of our expenses.

Reneau's then moves to his condensed spreadsheet reviewing actual vs. budget, showing \$106,000 in revenue, which is \$5,000 ahead of budget. However, earned income is down due to the fall fair, a negative \$30,000, thus total revenue is below budget by \$30,000 (reduced size and increased expenses of fall fair). Operational expenses significantly below budget at \$37,000, with payroll expenses and fair expenses on budget. Total expenses are only 78% of what has been budgeted.

The *Statement of Activities budget w/o chapters* gives the final picture. The organization realizes more income than expenses, even with the loss of \$30,000 in revenues from fall fair. PPP funding still to be received, overall expenses significantly decreased.

Reneau moves to accept the treasurer's report, Kelly seconds. All in favor.

Development Activities

Linda points everyone to Bonnie's development report, and refreshes the group with an interesting set of organizational statistics:

- The fairs make up 50% of our income, and 26% of our expenses.
- Development dollars account for the other 50% of income, including grant award revenue.
- The latest annual giving campaign goal was \$18,000, however we raised almost \$20,000. Of the total raised, \$11,000 came from board members, with the majority coming from a small number of board members, and \$9,000 from the general public. A match donated by a board member helped in making excess of budget.
- We received \$120,000 in relief money last year. This is not a consistent source of funding.

In regards to Best of Tennessee Craft, Linda mentions that an end of show event is a promised activity to collector's circle donors. We must diversify revenues in order to not rely on grant applications. She sees three main goals from a fiscal health perspective: control expenses, raise new operating dollars via donors/friends, and need marketing help (raise profile across the state).

From yesterday's retreat, the group covering goal 4 suggested striving to increase individual donations by 15% year-over-year. Linda asks for everyone to think about increasing personal gifts year over year. Reneau mentions that only 6 board members provided an average of 4.5 potential donors to Bonnie for AGC appeals. He suggests that each board member be encouraged to provide at least 5 names.

Linda remarks that she learned from Bonnie's presentation that people give when people ask.

Nancy Fischman suggests providing a potential dollar amount with an ask as a suggestion to the potential donor.

Shaun asks about information confidentiality. Linda remarks that she asks contacts if she can share their information before anything from TC is sent. TC staff is happy to talk with any board member about potential donor information provided. Also noted is that many organizations purchase contact information of potential donors - though Tennessee Craft does not engage in this way of soliciting potential donors so permission is not necessary (though it is a courtesy).

Community Engagement Activities

JoEL intends to give the board a pep talk and a reality check. She saw three themes from yesterday's strategic planning: Connection, Collaboration and Communication. The CE committee owns goal 2, ensuring that the organization is inclusive, remaining hyper-focused on addressing and communicating with under-represented populations. A couple years ago the CE committee didn't exist, and activities were limited to one line in past strategic plans. Now CE initiatives are a robust goal, and the committee is a more representative group accomplishing many things in the past year, including many goal 2 objectives and a published DEI statement. The committee has divided into teams to further address objectives:

- Programming team - Audry + Wansoo - referral forms - database of jurors, workshop leaders, minority business (diverse pool of recommendations)
- Outreach - Shaun - scholarships for underrepresented populations in the arts
- History team - Christi - championing the African American craft community in TN
- Marketing - Nancy Wagner - reviewing and constructing materials located on the website that can be used to talk about TC

JoEL and the committee will continue to welcome board member participation, and acknowledge chapter representatives as vital leaders in spreading the word to artists about CE developments. With the limited staff bandwidth, it will take committee and board work to accomplish this goal. She welcomes any input from her fellow committee members.

Audry asks the board to help spread the word about the new scholarship! Christi welcomes everyone to attend the African Americans in craft symposium a week from today in partnership with TSM, available online and in-person.

Break - 5min - return at 11:55am

Shop Tennessee Craft

Maggie begins with a brief summary of the project for new board members. Since the last board meeting, internal development of Shop Tennessee Craft steadily progresses, with both staff, committee and Muletown Digital together completing a first review of the site. While the committee works on policy and procedural information over the coming months, Kim and Muletown Digital will focus on technical logistics (hosting, staff access, etc.) allowing staff and a group of beta artists access to the back-end of the site. This will allow for a second review of the site before launch.

Once the committee has finalized information regarding e-commerce operations, a document with recommendations for fee structures, jury structure, etc. will be presented to the Executive Committee for approval and further distribution.

Consent Agenda: Chapter and Committee Reports

Motion to accept all committee and chapter reports, Reneau moves, Christi seconds. All in favor.

Committee Descriptions/Functions & Member Signup

Linda speaks to the board commitment form located via a link distributed in the chat and email. This is an opportunity for each board member to formalize their commitment and challenge the ways in which they give. She asks that all complete the form within a week. Committee participation is a requirement of board service. She asks for each of the committee chairs to introduce their committees, through mission, meeting objectives, and time commitments.

Board Commitments & Form, Roster

Located on the portal, this document asks for each board member's yearly commitments. Linda asks for each board member to give in ways meaningful to them, but to honor commitments made. Please look over contact information for communication accuracy, and update Kim with any necessary changes.

Board Conflict of Interest Policy

Kim will be updating this form, and distributing it to all board members. She encourages anyone to contact her with any questions. Forms will remain on the secure server.

Arts Specialty License Plate

80% of Tennessee Arts Commission grant funds comes from the proceeds from the TN Arts license plate. If you have one of these license plates, please let Kim know! An arts license plate is \$35, and you can order it anytime. Kim will send the link after the meeting.

New Business: Chapters & Other

CY vs. FY reporting

Linda reminds the group about the discussion yesterday changing all reporting to fiscal year. Reneau asks if this is specific to the strategic plan, and asks Kim what impact this has on office dynamics? Kim says the data is there, tracked monthly, but some board meetings would have numbers from a limited timeframe. A change in reporting could include changing the membership timeline. Nancy Fischman mentions giving the staff time to look into the impact of this potential change. Reneau suggests the idea of a discounted membership past a certain timeline.

Kelly mentions that in her experience membership was good for the year upon signup, and welcomes the chance to talk to Bonnie about this potential change. Kim mentions that any changes must involve chapter input, given their recruitment initiatives. Kelly asks how many members? Typical year ~500. Tiana mentions that rolling memberships would allow for better tracking, and illuminate potential windows for recruitment. Discussion, along with any membership calendar changes, tabled until the June meeting.

Pat reminds everyone to volunteer at the spring fair! Linda says find your niche, there is a job for everyone!

Adjournment

Linda welcomes our new members, and hopes everyone has seen the commitment and dedication from all board members to craft art. Information from the weekend will be distilled and circulated. Linda encourages any additional ideas/feedback/'why you give' to be shared.

Next scheduled Governing Board meetings:

June 11, 2022, Nashville – In Person

August 13, 2022, Virtual

November 5, 2022, Virtual

Minutes prepared by *Maggie Fansher*

Linda M. Nott