

TENNESSEE CRAFT

Governing Board Meeting August 26, 2023; Virtual Meeting MINUTES

Attendance - Kim

Board members: Jessica Wilson, Reneau Dubberley-Board Treasurer, Linda M. Nutt-Board Past President, JoEl LoGiudice-Board-President, Nancy Fischman, Audry Deal-McEver-Board Vice-President, Courtney Stone, Vincent Lillegard, Shaun Giles, Christi Teasley, Paige Ward Moore, Allison Letson (tardy), Donna Woodley (tardy)

Staff: Kim Waag-Executive Director, Tabby Loyal-Grants & Sponsorship Manager

Not Present: Carlton Wilkinson (excused), Evan Brown (excused), Kelly Hider (excused), David Taylor (excused), Jessica Hagar, Patricia Schwarz

Call to Order and Roll Call

JoEl called the virtually held meeting to order at 10:08 AM CT, and Kim conducted Roll Call.

11 board members present.

JoEl announced Presence of Quorum is Negative.

JoEl sought approval of Paige Ward Moore as Pro Tem Secretary for this Governing Board meeting, as the position of Secretary is now an open board officer position.

Motion to approve Paige Ward Moore

***Approval of Paige Ward Moore as Pro Tem Secretary
Reneau Dubberly moved. Linda Nutt seconded. All approved.***

Approval of June 2023 Board Meeting Minutes

Motion to approve the June 6, 2023 Board Meeting Minutes

As penned by Paige Ward Moore.

No motion requested by JoEl due to lack of quorum.

Present Board members agreed to move forward with meeting without any motions until quorum is achieved.

Staff Spotlight: Tabby Loyal

Kim introduced Tabby Loyal as Tennessee Craft staff member who joined the team the first of April 2023, in the position of Grants and Sponsorship Manager. Tabby gave a self-presentation on her personal background, artistic and professional career as a ceramic artist and art administrator.

**Allison Letson and Donna Woodley joined meeting.
10:31 AM CT: JoEl acknowledged quorum.**

**JoEl sought for motion to make motion to approve June 6, 2023 Board Meeting Minutes and asked for revisions. No revisions stated.
*Audry Deal-McEver motioned. Nancy Fischman seconded. All approved minutes.***

President's Report – JoEl

JoEl referred members to her President's Report and welcomed questions. Net fiscal year ended above budget. Acknowledged new staff member was hired August 7, 2023 – Trish Tallon-Blanchard as Director of Programs & Community Engagement.

Advised that revisions have been made by Metro Arts on their annual operating grant application and process, and uncertainties surrounding the amount of Metro Arts Grants funding that will be available. JoEl will allow Kim to address that in her report.

We all have a focus on the many programs and opportunities that will be presented in fall 2023, which will be addressed in the committee reports. Reported on upcoming events and plans of the Crafting Blackness initiative with Karlota Contreras-Koterbay, and that the next few months will be full with various programming. Asked board members for all hands on deck. Committee chairs will need lots of support with the upcoming initiatives.

***JoEl opened for questions, with no questions raised.
JoEl introduced Kim to present her Executive Director Report.***

Executive Director's Report – Kim

Kim directed members to her Executive Director's Report and stated that Metro Arts Nashville notified us of our FY24 operating grant award of \$60,000, a small increase than previous year. Explained was that in developing the budget, we budget for the same number of monies that we received last year for grant awards, to be conservative, resulting in an over budget standing for government contributions. Through Metro Arts and grantees' advocacy, they have received a large increase in funding of \$2 million for their grant budget. Largest funding increase that Metro Arts Nashville has received for this purpose.

45th Annual Fall Tennessee Craft Fair update was given. Highlighted was that 11 open exhibiting artists spots are currently open, which can be filled from the waitlist of 90 artists. We received over 100 more applications than we have recently received for the fall fair.

Update on the State-wide Member Exhibition at the Customs House and Cultural Center was given. Reminder was given for the exhibition reception on the September 14, 2023, and a plea to attend. Kim requested that all spread the word on the for the exhibition to increase attendance and visibility. A People's Choice award will be given to one exhibiting artist with a cash award from Tennessee Craft of \$500 and a solo exhibition given by the Customs House Museum and Cultural Center to the artist with the most votes.

Kim opened for questions or comments

Board member informed that at a past Tennessee Craft exhibition she had purchased works from an artist and there was a discrepancy in the pricing stated for the piece at the venue. The venue had the wholesale prices and not the sale prices. Member requested that we ensure that the sales price is given to prospected purchasers.

Kim assured member that she would follow-up to ensure sales prices are listed publicly at the Customs House.

Kim opened for any further questions, with no further questions raised

JoEl introduced Reneau and Kim to present Treasurers Report.

End of FY 2023 Treasurer & Grants Report – Reneau Dubberley & Kim Waag

Cash on hand and Vanguard accounts have increased so that we are up in assets from one year ago. Receivables are expended and booked as assets when we meet the requirements for grants. Open staffing positions resulted in-part for a higher net income at fiscal year-end, as salaries expenses were down, and \$20,000 budgeted of the Tennessee Non-Profit Arts & Culture Recovery grant funds was not used in fiscal in year 2023.

Reneau opened for questions.

Kim added that approval has been given by the Tennessee Arts Commission to move use of the \$20,000 funding from fiscal year 2023 to fiscal year 2024; thus funding is still available for our use, and is not allocated to mission marketing consulting and professional fees.

Liabilities and Equity were reported.

Reneau opened for questions regarding Liabilities and Equities as reported, with no questions raised

Reneau reported that contributions revenue is less than budgeted, due to the reallocation of the \$20,000 funding to fiscal year 2024 aforementioned, and foundation revenue was under budget by design. Application/admission fee revenue was under budget due to lower than anticipated ticket sales of an August 2022 development event. Fair revenue, including food vendor revenue and other commissions were over budget.

Reneau opened for questions on Statement of Activities revenue, with no questions raised

Reneau reiterated that expenses were below budget primarily due to open staff positions; but we are now fully staffed. Vanguard investment gains were over budget due an up market.

***Reneau opened for questions on Statement of Activities expenses,
with no questions raised***

Reneau reported that we were informed last week that our professional fees for our accounting firm are increasing 150%, effective August 2023. Hence, we are incurring the increased rate with the accounting services we are now being provided. Determination has been made through analysis that the rate increase is unsustainable. Kim shared our analysis sheet, and noted that, with the accounting firm fees increase, our budget will be almost entirely be depleted for this line item by December 2023. Reneau recommends our commencement of an accounting firm search and recommends that the search be wide as Nashville's growth and inflation rates may make it difficult to find an accounting firm in the Metro Nashville area that will be affordable. Reneau recommended a high priority placed on the project as we are now working under budget for accounting services provider expenses. Reneau encouraged board members to provide referrals of accounting firm service providers.

To an inquiry as to explanation of the fee increase, Reneau stated that the firm had been working on our account without increase for many years, and they stated that their firm is losing money working on our account. The firm's partners insisted on the implementing the increase. Reneau informed it could take 2-3 months to develop and execute a bid process, make selection, and perform the conversion. Good news is that our current accounting data is on QuickBooks so the transition should be straightforward but not instantaneous. Reneau stated that it is on the agenda for the August Board Finance Committee meeting.

Reneau opened for further questions, with no questions raised

Kim presented the current grant report, stating the grant award of \$60,000 from Metro Arts Nashville is in contract phase and that Tabby has submitted our Community Foundation of Middle Tennessee grant application for the CY2024 Kids' Tent programs. Community Foundation grant awards are, in the past, announced in November and paid in full in December for the next calendar year. Tabby is in process of working on closing-out our current Community Foundation grant funding which will be submitted after the fall fair as the 2023 fall fair financial and engagement numbers and narratives must be included in the close-out evaluation report. Our final report to the foundation is due in November.

Reneau opened for questions, with no questions raised

***JoEl asked for approval of the financial Treasurer's Report.
Nancy Fischman motioned. Allison Letson seconded. Unanimous approval.***

Break given – 10 minutes.

JoEl resumed the meeting at 11:18 AM CT

OLD BUSINESS:

JoEl opened the Consent of Committee Presentations and reminded board members to always review committee reports in our shared Google Drive board committee folder, accessible from your board portal on our website.

***JoEl asked for motion for approval of Committee Reports.
Christi Teasley motioned. Audry Deal-McEver second. All approved.***

NEW BUSINESS:

JoEl requested committee chairs to now report on plans that will occur prior to our November 2023 Board Meeting. She requested of board members to assist committees with forthcoming needs of the committees.

Membership Committee presented by Linda:

Membership Committee has been asked to evaluate members and target topic areas: content membership levels, membership models, data and information sources/surveys/database, chapter involvement, operational aspects, methods for renewing membership including autorenewal, and platform. She explained that each committee member has taken on a chosen assigned task, will pursue and report back to report to the committee.

Through this research the committee will report on their discovery and make recommendations. Comparisons between our membership model will be made with that of other organizations.

Minutes of the Membership Committee will be stored on our Google Drive.

Through reviewing, committee has discovered that clarity of our membership benefits needs analysis. Linda encouraged all to consider and give feedback on ways to clarify what we are doing and how we can appeal to art enthusiasts and donors. How we can we marry these groups of people. This will be a challenge and will lead us to consider how we talk about ourselves. Idea to just support the artist is exclusive. Maybe reconsider a new way to present or articulate our purpose.

Linda informed that conversations between Jessica Wilson as the Chair of the Survey and Data Committee as evolved in working together to streamline membership data collection and how that information is shared. Including discovery needed to determine how much does it cost the organization to service one member and how are we welcoming new members to chapters and the organization.

Linda opened for questions and comments

Discussion ensued from a member acknowledging that her chapter has experienced a large number of new members, and discovery is needed to determine what is relevant today that members need from the chapters, and added that her chapter has expressed interest has is

now in scholarships, lunch and learn professional development workshops, craft fairs, and ways to be involved in the local art scene.

Board members posed the challenge for us to learn about who are members are, but also how do chapters work with their local businesses that have similar goals, increasing clarification and promotions of membership benefits with local businesses.

JoEl invited board members to reach out to the Membership Committee if they have interest in working with or joining this committee, and added that members who have experience with data collection will serve the committee well.

Nomination and Honorary Committee presented by JoEl:

JoEl gave overview of existing Tennessee Craft Honorary Members and reminded board members of the nomination process. Voting of Honorary Members will be held at the November 2023 meeting. Reminded board members that Paige Ward Moore is the Nomination Committee Chair and will need help due to committee's small member base. Joel informed that she will soon be sending out a call for nominations along with experiences and interests needed on the board from new board members. JoEl challenges all board members to nominate at least one person.

One board member reminds the group that there have been times that Chapter reps have been willing to step up and move into a Board Member at Large.

JoEl reminds that board members can nominate themselves for standing board positions and that we currently have the Vice-President, Secretary and At-Large board positions open for calendar year 2024.

Fair Committee Report presented by Audry:

Audry directs board members to the Fair Committee Report. Beyond review of each craft fair statistic and exhibiting artist survey feedback after each fair, the committee has several goals which has cumulated into two new subcommittees. 1) She informed that the committee is holding an informal focus group meeting this Tuesday to discuss how chapters want to participate in the fair and/or be involved. 2) Indoor Fair Subcommittee. Subcommittee has met and discussed how indoor fairs may benefit us and what challenges they would pose. Research has begun as to venue options and the gathering of information from existing other indoor shows. Audry requested at least one more member for the indoor fair committee because one member has rolled off and encouraged anyone interested to email her.

Audry opened for questions and comments

JoEl added that she will email the board further information and encouraged all to consider joining research subcommittees to help fulfill the mission of TN Craft.

JoEl informed that indoor fairs have been presented in Tennessee Craft history and reiterates

that we are at this time evaluating all we are doing to make sure we are being most effective and current.

Raised was that there is interest in presenting individual chapter tents at our fairs to bring more exposure to each chapter, and also a program which would benefit seasoned exhibiting artists who are later in their craft careers so they can continue participation in the fairs. Audry affirmed that this is a topic has been discussed and is under exploration in the Fair Committee and with membership.

Exhibitions Committee presented by Donna Woodley

Donna reported that she has confirmed with Wansoo Kim of Austin Peay to present an artist talk at the Customs House and Cultural Center during our Member Exhibition, and/or a workshop. The exhibition is open September 1 – October 26, with a reception September 14.

Donna opened for questions and comments, with no questions raised

Community Engagement Committee presented by Courtney Stone

Courtney encouraged support of staff, as robust Community Engagement work is planned and occurring. Artist In Schools program has secured four (4) counties for fiscal year 2024. Grundy, Bledsoe, and Hancock counties have brought forward a total of fifteen (15) schools. In process is securing presenting artists for each of the schools. Crafting Blackness exhibitions are being held at the Tipton Gallery and the Slocumb Galleries in Johnson City in September. Karlota is planning to give a presentation to Community Engagement Committee in October. Bonnie Matthews will be on a panel discussion during the Slocumb Gallery exhibition, Kim will be giving opening remarks at the Slocumb Gallery reception, JoEl will be giving opening remarks at the Tipton Gallery reception. An exhibitions' catalogue has been prepared with the prologue penned by JoEl and Kim, and a Tennessee Craft essay included. Trish Tallon-Blanchard is presenting Tennessee Craft at the UMOJA festival in September in Johnson City and plans to also present in October at the William Edmonson festival in Nashville in October.

Donna opened for questions and comments

To an inquiry regarding the differences of the Artist In Schools program and the Intro To Craft Careers program, Kim responded that Artist In Schools is presented to elementary age students in distressed schools, where they is no or little arts education offered, and Intro To Craft Careers is to raise awareness of craft arts higher education and career options to college-level students. Intro To Craft Careers program was built from feedback given directly to Tennessee Craft from HCBU faculty of the need. Discussion ensued as to audiences, curricula, presenters, and a recommendation was made for further promotion of our educational programming.

JoEl reminded all that the pilot of the Artist In Schools program was presented in Clay County spring of fiscal year 2023, with the only two elementary schools in that county, both participating, and was a success. Kim expounded details of the programs, and the current collaborations with the chapters.

Professional Development Committee Report – Kelly Hider, presented by Kim Waag in Kelly’s stead

Kim reminded that the Professional Development Committee’s work is with the programs Master Artist Apprentice Program (MAAP); Scholarships - Underrepresented, Member, and Summer Study; Lunch and Learn virtual workshops; In Person Annual Workshop. Lunch and Learn was developed during as a virtual opportunity during COVID. For Fiscal year 2024 there will be the fall lunch and learn workshop series in November and an In Person annual Workshop January 19 & 20, 2024. Venue search for In Person Workshop is in process. Workshop is planned for 2 days, but can be reduced to 1 day, per ticket sale volume. Lunch and Learn presenters have been contracted. MAAP Master Artists confirmed. MAAP Call for apprentices will open September 1. Updates on scholarship applications were shared.

Kim opened for questions and comments, with none raised

JoEl introduces Board Chapter Reps and opened for each to present their chapter activities and plans

Northeast Chapter - Nancy Fischman

Doug Lowman is excited about being Master of the fiscal year 2024 MAAP. Northeast chapter has had an Influx of new members. National Storybook Festival to be held in Jonesboro. TN Craft will have a chapter tent and their chapter will participate in the festival. Pop up on Small Business Sunday event will be held at the Fischman Gallery for 3rd year. Possibility to become an annual event. Working to engage group in Kingsport at Farmers Market venue. Chapter has presented demonstrations at festivals in town and always promotes Tennessee Craft.

South Chapter - Christi Teasley

Slow summer as usual. Behind the scenes the South Chapter is working on kicking off activities in fall and winter. New small business member, Cumberland Folk School, offers one day workshops by contemporary artists who work in traditional crafts. They have agreed to host the October chapter meeting and help with events during Tennessee Craft Week. Empty Tables event is in planning. In regard to Community Engagement, Grundy County is in the South Chapter areas, so we are working with school principals and some community artists who are in the chapter to help with the Artists In Schools program.

Midstate Chapter – Courtney Stone

Art of Craft Exhibition at Centennial Art Center is open through Sept. 21. Encouraged all to visit. August 31 – Maker Meet UP at Create Hub. We are excited to see results and information from membership committee. Midstate Chapter can us assistance or additional findings to further serve the chapter as there is a large member base of 260 members.

JoEl opened for questions and comments on Chapter Reports

Board member requested that current contractors be added to the list of staff members listed on the Executive Director's report with perhaps their contract term.

Discussion ensued between board members regarding focused surveys for memberships and underrepresented populations.

Member gave a referral about utilizing a membership specialist/surveyor from the Nashville Entrepreneur Center (NEC) for membership surveys. Kim affirmed that idea since the organization will also be reaching out to the NEC with the accounting firm RFQ.

Members inquired as to plan to revitalize the Plateau Chapter. JoEl informed that new staff member, Trish would assist with helping inactive chapters in near future. Kim informed on the requirements of chapters and of IRS 501C3 compliance requirements, including required chapter board structure compliance.

JoEl asks for any further comment or questions, with none raised

JoEl asked for a Motion for meeting adjournment:

Linda Nutt moved. Reneau Dubberly seconded. All in favor to adjourn the meeting.

Meeting adjourned at 1:00 PM CST

Next Board Meeting: November 4, 2023, 10:00 AM-1:00 PM CT, Virtual

Minutes respectively submitted by:

M. Prichard Moore

9-12-2023

Board President:

JoEl Levy Logiudice