

Tennessee Craft – South Chapter Membership Meeting  
Sherri Warner Hunter Studio, Bell Buckle, TN  
April 26, 2026

Present: Denise Miller, Terrie Ponder Watch, Merissa Tobler, Harriet Runkle, Linda Kerlin, Christie Teasley, Lorraine Bennett, Sherri Warner Hunter, Pauline Steinbrink, Jonathan Harwell-Dye, (Executive Director of Tennessee Craft), and Renee Busdiecker (speaker).

## AGENDA

1. Introductions: Terrie welcomed everyone and thanked Sherri for hosting our meeting and providing the delicious refreshments she offered us.
2. Tennessee Craft Update: Terrie introduced Jonathan who has been associated with Tennessee Craft from being on the Board for two years to now being the executive director. The former executive director is going to be solely responsible for handling the crafts fairs they sponsor and data management. He welcomed everyone's feedback and looks forward to hearing from us and getting to know us better.
3. Treasurer's Report: We have \$3046 in our bank account.
4. Board Representative Report: Denise Miller reported that the Board approved a three-year strategic plan to begin on July 1, 2026. She mentioned that there can be a Chapter Tent at the Fall Fair where members can sell, demo and promote their art. The artists keep track of all the sales. We will need a dedicated person to manage the tent to make this possible. Please let Denise or Terrie know if you are interested.
5. Studio and Gallery Tour Update: Merissa reported that there will be a new application and brochure for the 2026 Tour. She encouraged the galleries and artists in the Bell Buckle and Wartrace areas to continue

to promote the event. Sherri said last year's tour was not that well attended in her area. Harriet proposed that they get local sponsors involved to help get the word out.

6. Speaker: Renee Busdiecker, Renee Ford Metals: Renee addressed a variety of issues related to owning and operating an art-based business. She discussed topics ranging from marketing on social media and website platforms, to pricing your art to sending out newsletters to help promote your art business. We discussed the use of AI in promoting a small business as well as in writing descriptions and press releases. Renee gave permission for her power point presentation to be shared with members of Tennessee Craft-South. Members will receive that information via separate email.
7. Adjournment: we adjourned and got a tour of Sherri's "garagio."

Respectfully submitted,

Harriet Runkle, scribe