

## Spring 2015 Quarterly Board Meeting Minutes

10 AM, 30 May 2015

Bradley Arant Boult Cummings LLP

1600 Division St. Suite 700

Nashville, TN

Tim Hintz called the meeting to order at 10:06am.

Roll was taken. The Board Members in attendance were Tim Hintz, Kim Winkle, Natalie Cuicchi, Morganne Keel, Pat Moody, Anderson Bailey, Mary Ellen Pitts, Aleta Chandler, Jim Hoobler, Linda Nutt, Pat Chaffee, Meagan Hall, Ben Hopper, David Stempel, and Gabriel Greenlaw. Teri Alea and Anna-Claire Gibson, who is the Member Services and Marketing Manager on the Tennessee Craft Staff, were also present.

Absent with excuse were Dana Blickwedel, Jane Ann McCullough, Eve Hutcherson, Diane Hayes, David Fox, and Michael Robison.

Approval of the minutes of the last meeting was moved by Kim and seconded by Pat. They were unanimously approved.

### **President's Report**

The President's report was available to the board members via Dropbox prior to the meeting. Tim said that the Executive Committee is completing a comprehensive Executive Director Review, with results being compiled by Morganne and Tim at the end of June. Tim requested leadership and members for the Nominating Committee. The Board suggested Diane, Jane Ann, Ben, Kim, and Vickie Vipperman to serve on this committee. For board membership, we would like more artists to maintain the artist/non-artist balance and to add more racial and cultural diversity. We need to continue to attract people who are connectors and are willing to work.

### **Annual Chapter Leadership Meeting Summary**

Anna-Claire provided an overview of this meeting that occurred in January. Ben awarded Anna-Claire the Amazing Fundraiser Award for her efforts last quarter in administrating the Big Payback online campaign, produced through the Community Foundation of Middle Tennessee.

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

The Executive Director's report was available to the board members via Dropbox prior to the meeting. Teri remarked she thought that this was one of our most successful Spring Fairs to date, as the artists were very positive and reported great sales. The pilot of the Patron giveaway was successful enough to build upon and improve for the next fair. Teri expressed the importance of getting to know volunteers to thank them and reinforce their commitment. She reminded board members to order items through Amazon Smile with Tennessee Craft as the designated charitable organization to support.

Teri challenged the Board of Directors to remember what they love about Tennessee Craft and to share their stories online in anticipation of the 50<sup>th</sup> Anniversary Celebration. Contributing each month will help prime the pump for Tennessee Craft Week in October. Teri brought the Tennessee Craft Week Events Log for further discussion if needed.

### **Treasurer's Report**

The financial reports were available to the board members via Dropbox prior to the meeting. In Dana's absence, Morganne walked everyone through the reports. We are overbudget with regard to revenue compared to last year by over \$28,000. Teri said that individual donations and foundation grants are the biggest opportunities for revenue generation.

### **Committee Reports**

Anderson moved to make the Fair, Scholarship, and Board Development committee reports part of the consent agenda. Kim seconded, and the board members unanimously approved. The Membership Committee oversees the College Bridge program as one of its responsibilities. This year's award recipient participated in the Fair and won the Best New Exhibitor Award. This committee will continue to operate due to its importance, but needs a new chair.

Tim provided an update on the Workshop Committee. Planned are several educational offerings where attendees pay for the number of sessions that they wish to attend, combined with a pop-up trunk show and a dinner. This new approach will hopefully appeal to a broader audience.

Ben, on behalf of the Fundraising Committee, said that the Annual Giving campaign is quickly approaching. As board members, we need to start compiling our lists of potential donors. Kim reported that this committee has begun brainstorming ideas for an "In the Vault" tour of a local gallery or museum for VIPs in November.

### **Chapter Reports**

Kim moved to make the chapter reports part of the consent agenda, Ben seconded, and the board members unanimously approved.

### **Old Business**

#### **CERF+ funds use designation change**

Linda made the motion to update the CERF+ fund usage designation, and Natalie seconded. The board members unanimously agreed with the following verbiage: The Board of Tennessee Craft requests that, from this date forward, the Tennessee Craft Fund at CERF+ may be used to assist any Tennessee artist who qualifies for CERF+ assistance as well as any qualifying Tennessee Craft member.

### **Diversity Objective**

We have a need to expand Tennessee Craft to other races and cultures that are increasing in our state and producing fine craft. The entry point could be to invite different groups into the Emerging

Makers tent so that they can increase visibility to people who buy art and may not be familiar with that work. Natalie, Linda, Kim, Teri, Tim, and Ben are interested in joining a Task Force to focus on this effort. The first meeting will be July 21 at 6pm at location TBD. Meagan said that the Kentucky Folk Art museum has a good list of Tennessee folk artists that may help us reach out to other artists.

## **New Business**

### **Strategic Plan Update**

Tim and Teri met with Cissy Mynatt from the Center for Nonprofit Management on the Three-Year Strategic Plan. One of the original goals of Create Strategic Partnerships was replaced by incorporating it into the already defined four goals:

- 1) Strengthen the Network – Attract the next generation
- 2) Market Fine Craft – Establish the Branding Committee
- 3) Diversify Revenue – Identify additional sources of revenue
- 4) Build Organizational Capacity – Streamline operations and broaden community representation

The next two board meetings are the following dates:

- Saturday, Aug 22 – Waiting on a proposal from Midstate Chapter
- Saturday, Nov 7

### **Adjournment**

Ben moved and Natalie seconded adjournment with unanimous approval.