

Board Meeting Minutes
February 10, 2019

Bradley Law Office
Nashville, TN

Linda Nutt called the meeting to order, and Sally Bebawy took roll.

The board members in attendance were

Sally Bebawy, Pat Chaffee, Synthia Clark, Natalie Cuicchi, Nick DeFord, Reneau Dubberley, Maggie Fansher, Jessica Hagar, Amy Hutton, Danielle McDaniel, Linda Nutt, Wisty Pender, Elise Reecer, Lindsay Walker, Nancy Wallace, Kim Winkle, Cara Young and Executive Director Teri Alea.

Absent with excuse were Pat Moody and Dana Blickwedel.

November 2018 Meeting Minutes

Reneau made the motion to approve them with Maggie seconding the motion. The previous board meeting minutes were unanimously approved.

New Board Members and 2019 Board Officers

The December board ballot tally resulted in the following 2019 slate of officers: President Linda Nutt, Vice President Dana Blickwedel, Secretary Sally Bebawy, and Treasurer Amy Hutton. Additionally the Past President is Pat Moody.

Linda recognized new board members: Synthia Clark, Wisty Pender, and Elise Reecer.

Linda announced she had accepted with regret the resignation of Michele Lambert and Ginna Foster Cannon and thanked them for their contributions.

She also announced the prospective new members to the executive committee: Maggie and Danielle to replace Michele and Linda. She asked for any objections. None were voiced. Linda officially appointed them based on consent of the board.

President's Report

This is Teri Alea's last board meeting as Executive Director of Tennessee Craft. Linda emphasized that the new ED will need our help. The Re-envisioning of Tennessee Craft discussion (previously referred to as the Brain Trust, an ad hoc strategic planning group) is on pause until the new director is on board. If anyone is interested to be a part of this core group, let Linda know.

Community engagement was increased with the current TSU project and subsequent exhibit, "Nashville Visionaries" in which handmade craft was highlighted. Linda emphasized that we hope to grow the new relationship with Windgate Foundation, as they are known to support capacity-building within worthy craft-based nonprofits. She noted we'll reserve the matching funds from Windgate Foundation grant, in order to solicit support from a fundraising professional who can assist in increasing the board's knowledge of the field and creating a fundraising plan. To date, the amount raised that is eligible for a match is \$22,000.

Executive Director's Report

Teri invited everyone to understand how each chapter delivers impressive activities in support of our mission. She called attention to the results document for Tennessee Craft Week, which tracked measures of number of events, number of artists participating, dollars spent, and number of audience participants, as well as awards received and promotion and media reach. These have been tracked over the life of the program, showing positive trends in all categories. (Missing one data point, which will be filled in.) Several new strategies affected the increased media reach, including creating a Facebook event for every Tennessee Craft event.

Fair

Fall fair dates will be in mid October (Oct. 11-13), not September. By 2020, we hope construction on the Great Lawn will be complete, which will allow for more community partners, food vendors, sponsors, with a bigger layout and potentially new concrete pads for the tent line. Teri also asked for nominations for a new breakfast volunteer coordinator.

Best of Tennessee Craft

2020 will be the year for the next Best of Tennessee Craft exhibit. Southwest Chapter rep Pat Chaffee offered to contact the two Memphis museums to find the appropriate contact person. Travelling the Best Of show is a dream that could happen, if each museum around the state could be persuaded to participate. Support from both South Arts and the Windgate Foundation could be solicited to make that plan work.

Another call was made to again donate before Thursday to have donation matched by Windgate grant.

Treasurer's Report

Amy reviewed the December financial reports in detail during the meeting. Of note, she pointed out that 93% of the budgeted revenue was received and 90% of budgeted expenses was spent. The Windgate Foundation match funds are not yet showing on these reports, although \$10K has been received and another \$10k has been invoiced. Under Bank charges and licenses, Zapp fees (including the 1-year license fee and per-app charges) were slightly over budget, as were the revenues on which these depend. For the Statement of activity by chapters only, Southeast is not showing inactive yet; that balance will come to the state office's account when the bank account is closed. Also of note is the sales that were generated through activities of this organization and its chapters, which is reflected in account 7026, Artist Sales Reimbursement. The Northeast Chapter's sales figure shows the expansiveness of the Jonesboro Storytelling Festival and the resulting large sales figures.

Natalie was recognized for asking HCA to subsidize the cost of an executive search facilitator. Also of note, Publix currently donates \$8K for each spring fair for a Mastery sponsorship.

Search Committee

Linda presented the progress of the group on behalf of Pat Moody, Nick DeFord, Kim Winkle, Cara Young, and Dana Blickwedel.

The top 10 candidates will be interviewed telephonically by Kealie Williams, the consultant. She will recommend her impression of the top candidates to the committee for in-person interviews based on the phone screening. A standard set of questions will be used in the interviews. In a second in-person interview, the top candidates will be asked to share their thoughts/solutions to a hypothetical question. Staff will participate in these interviews. The committee hopes to start making offers by the end of March.

There was some discussion about if the new Director will be on board for the Spring Fair. Until an offer is extended and we know when that person can begin with Tennessee Craft, we do not have a definite plan. Overlapping time between Teri and her replacement will be guided by time and financial constraints.

Kim praised Kealie's efficiency and noted she has saved the committee a lot of time.

Community Engagement Committee

Linda presented the work of the committee. She emphasized that the committee has been focusing on establishing partnerships with other organizations that share an appreciation of craft. Currently Tennessee Craft is collaborating with Tennessee State University to host a visiting artist. Our cost was \$300 to co-sponsor.

Discussion included that Sally is the new committee chair; Participation Wall findings, and observations by other board members about ways the committee might expand its reach to welcome and celebrate all creators and lovers of craft.

Fair Committee

Teri presented several recommendations of the Fair Committee, including shortened hours on Sunday when the Fall Fair occurs in October, because darkness falls earlier making for a difficult load-out. The recommendation was for Sunday hours to be 10AM to 4PM instead of 5PM. Reneau made the motion to adopt the new hours. Natalie seconded it. There was unanimous approval.

Teri also presented the recommendation of the group to change the past fair application requirement for two applications to one in specific situations.

When artists wish to exhibit a body of work in one medium but in two categories (e.g., leather bags and leather jewelry, clay sculpture and clay jewelry, or wood sculpture and wood furniture), that artist would submit images for the work that will be primarily shown (90% of the space). They will be allowed to exhibit other work in that same medium, provided it occupies a secondary position and only 10% or less of the booth space.

When artists wish to exhibit a body of work in two different mediums, two applications will still be required, so each can be juried on its own merits. Example, Jessica Weiss exhibits both jewelry and colorful leather bags.

Reneau made the motion to require two applications if artists are presenting separate media, where 10% additional art is allowed if the media is the same. Danielle seconded the motion. There was unanimous approval without objections.

Consent Agenda

Natalie made the motion to adopt the consent agenda. Nancy seconded. There was unanimous approval.

Board Meeting Schedule

Dates for this year's meetings are: June 8, August 3, and November 2.

Reneau said that his chapter would like to be considered for this year's August meeting.

Honorary Member Committee

Linda asked to make this a standing committee not ad hoc as previously practiced. This committee does an annual ask for recommendation for honorary members. There is no limit to the number of honorees we can identify though this is an honor that is not casually given. The timing of awards was discussed as was the possibility that in some years no one might be nominated for an honorary membership. Synthia suggested a fundraising component could be added, as some nonprofits do. Reneau made the motion to make the committee a regular one. Nick seconded. There was unanimous approval. Tim Hintz agreed to serve as committee chair in 2019.

New Business

Fundraising

Teri said that we continue to prioritize fundraising and that with the Windgate Foundation grant award, the new director will be able to direct a fresh approach to our fundraising efforts.

TN Arts Advocacy Day

This is a statewide event that board members are encouraged to attend, advocating for the arts to legislators on the hill, on March 6th. Teri will attend and call attention to the community and economic benefits of our craft fairs and further emphasize Tennessee Craft Week events across the state. During TCW, each legislator received a package of brochures and a letter inviting them to review events in their districts and to thank both TN Arts Commission and TN Tourism for their support of this project.

Teri added that an increased number of board members who supports the arts by buying an arts specialty plate will enhance our grant application to the TN Arts Commission.

Adjournment

Wisty made the motion to adjourn. Reneau seconded.

Board members unanimously approved to adjourn.