



Tennessee Craft Board Retreat – Minutes

Saturday and Sunday – February 8 & 9, 2020

Arrowmont School of Arts and Crafts

556 Parkway, Gatlinburg, TN 37738

February 8th FOCUS: Fundraising and Diversity

Attendance

New Board Members: Paige Ward, Lindsay Rogers, Lael Caldwell, Felicia Francine Dean, Diane Hotvedt

Board: Nick DeFord, Cara Young, Pat Moody, Natalie Cuicchi, Kelly Kessler, Linda Nutt, Dana Blickwedel, Maggie Fansher, Wisty Pender, Danielle McDaniel, Jessica Hagar, Synthia Clark, Pat Chaffee

Staff: Kim McCurdy Waag, Bonnie Bogen, Jennifer Justice, Julia Canada Wilburn

Absent: Sally Bebawy, Katherine Willey, Reneau Dubberley, Ashley Charlton

Presentation by Jennifer Chalos: Dynamics of Fundraising

Introductions from board members - who we are, what inspires us, and why we are a part of the TN Craft board.

Big picture (research based, not experience-based)

- History of craft is a story of necessity but transformed from purely functional to decorative. Now appreciated as fine art, the arts and crafts movement flourished in the late 1800s.
- History of craft in TN, and 55 years of TN Craft (1965) and first craft fair in 1972
- Tennessee Arts Commission – Arts and Economic Prosperity study
- Large amount of opportunity given the geographical positioning of the state

TN Craft – artists, enthusiasts, educators

- Statements and Impact – information pulled from TN Craft website
- Overview of programs
- Accolades – only network opportunity for artists across the state
- Accomplished by a very small staff and limited budget
- Breakdown of revenue – an area of opportunity is corporate giving. TN Craft has such a diverse audience that companies can reach to show investment in the arts.
- Fund development opportunities

Board member contribution on an everyday level

- TN laws for Board commitment
- Board configuration – discussion on why people serve
- Individual board member stories/commitments
 - TN Craft’s elevator pitch
 - Tips for authentic, personal promotion

Elements of Fund development

- Fund development (relationship-building) vs. fundraising (transactional)
- Spheres of relationship-building
 - ‘family’ = board, staff, different giving levels
- Strategies for fund development
 - Introducing – intentionally connecting personal networks to TN Craft
 - Engaging –creative opportunities to connect/donate/get involved
 - Host events
 - Portion of sales
 - Soliciting - in coordination with staff
 - Thanking – points of gratitude, events (Best of TN Craft, private tour at fair)
- Discussion about role of ED and roles of board members. How much time is spent on fundraising? Who leads in large asset opportunities?
 - Board members are encouraged to give on a level based on resources (space, connections, funds, etc.)
- Prospects exercise – board members challenged with creating a list of potential donors/connections
- Importance of thanking donors – research shows an increase in future donations after a prompt thank you

Presentation by Diane Hotvedt: Why Diversity is Important

Ice breaker: Squares, circles, triangles, squiggles and mirror exercises

Problem: Art practices are isolating, art world is changing, and influencing the artist – how can we as an organization champion the artist and their practice?

ISMs

- Sexism, ableism – lead to a discussion about inclusion at TN Craft and accessibility at the fairs
- We are a room full of artists – if anyone is inclusive, it’s an artist
- Importance of TN Craft messages, both written and verbal.
- How to change a culture – takes 7 years?

Identity and Diversity – different board members discuss internal and external differences and how others’ perceptions of those differences affect relationships

Divide into 3 teams, 7 each... (yoga...breathing exercise)... she gave a handout to complete exercise

- Three groups went over how they selected groups and why

Open Discussion ... what roles does the board play with removing barriers?

- Bonnie from the REAL conference: biggest thing we can do is to change the stories we tell and who we interact with
- Linda: Metro Art Commission: host a 3-day full immersion group, helpful; caught most people “flat footed”; participated in 1x/mo workshop; brought that info back to board (i.e. Harvard bias test, micro aggression, articles, etc.); it’s important
- Bonnie: overview of things staff does, and steps taken i.e. Kids tent, access to university;
- Lael: discussed history of personal and professional development and intentional choices
- Danielle: acknowledges Linda work in creating a bridge and not making some group or action to be a one time, a token activity

Potential partners: Casa Azafran, Frist Art Museum, Room in the Inn, Nashville Mural Project

Goggle Works – a success story

DAY 2

February 9th FOCUS: Quarterly update on current organizational status and plans for the future

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Staff: Kim McCurdy Waag, Jennifer Justice

Absent: Sally Bebawy, Katherine Willey, Reneau Dubberley, Ashley Charlton

Dana opens the meeting by encouraging discussion about yesterday’s diversity presentation. Some board members thought content and approach presented did not accurately represent current perspectives on inclusion and was offensive. The ‘why’ of the session was convoluted, and some board members felt personally singled out and confused about the larger board’s philosophy. Strategies for how presenters and presentation are chosen was discussed. Linda and Jennifer both apologized for the lack of vetting for the presentation. Danielle suggests that there be an interview process for future new board members.

Dana suggests moving forward that all presentations be vetted thoroughly by staff and the board hire a trained professional to lead further discussion on diversity.

Linda charges the executive committee with evaluating the appropriateness of Dianne's presence on the TN Craft board.

Suggestion from Paige for edits on board orientation schedule to increase more contact with new and existing members so new board members may become better acquainted with current board members and the organization.

Natalie suggests at the next board meeting there be an agenda item to discuss what inclusion topics board members are interested in.

Danielle thanks Dana for encouraging an open forum about the presentation.

Approval of November 2019 Minutes

Synthia moves, and Wisty seconds. All in favor.

President's Report

Linda reports on Jennifer's time thus far with the success of two fairs and Tennessee Craft Fairs. She comments that monies from the Windgate Foundation grant were used to hire Jennifer Chalos, fund development consultant. Linda welcomes the new board members and is enthusiastic about the broadened geographic range of Board representation. Goals for 2020 include continuing the good work; begin a strategic planning process by creating a committee to investigate various components; encourage participation in TN Craft's committee work; facilitate communication between chapters and board at large by sending out board agenda in time for chapter reps and chapter presidents to discuss before meetings. Executive committee continues to communicate with Jennifer monthly through monthly reports provided by Jennifer and quarterly calls; topics from those conversations are included in the quarterly board meetings.

Kelly asks about the strategic planning process, specifically staff involvement. Linda assures that staff perspective has been and will be crucial to, and included in, the upcoming process.

Executive Director's Report

Jennifer summarizes quarterly activities of the organization, including; Tennessee Craft Week, which served 507,015 attendees through 88 events and 1869 participating artists; 212 spring fair applications have been received to date, of which 100 are pre-juried (Wisty asks about pre-selection process – why are 100 artists already pre-juried? Kim explains yearly guest jurors grade artists on a scale, and the top percentage are offered a pre-juried slot in the upcoming shows); the layout for the 2020 Spring Fair has been altered due to park construction; participation increased for the annual professional development workshop and Jennifer congratulates both Bonnie and Julia for the success of the workshop; there has been a change in master artist apprentice program due to a master artist dropping out due to illness; a review of the annual fund numbers to date; Jennifer has spent the last month grant writing – Tennessee Arts Commission for operating funds, Publix for Kids Tent at the Spring Fair, USBank and First Horizon for the Fall Fair.

Kelly asks why the Tennessee Craft Week numbers increased year-over-year. Jennifer credited part-time staff work, and Wisty mentions that the committee had access to more relevant data leading to larger participation at welcome centers across the state.

Danielle and Nick have offered The Clay Lady Campus and Arrowmont respectively for the annual professional development workshop given the news of Watkins College of Art closing.

Treasurer's Report

Dana reports financials YTD are overall positive. Income is favorable to budget by \$44,000 due to earned income being higher than budget. Government grant revenue is down YTD due to timing of grant payouts. Annual giving campaign is lower than last YTD and budget due to timing of the campaign being later than last year. Total expenses YTD are higher than budget YTD, primarily due to consulting fees.

Cash counts are extremely liquid, allowing operations to continue for seven months without any additional revenues. Danielle asks about current policy for cash on hand. Dana says that there is not a policy currently in place but might be worth investigating.

Consulting fees are within budget. Money supporting consulting fees were recognized in FY19.

Finance committee meets once a month to discuss and approve Kraft accounting numbers. The committee has discussed shopping for another financial/accounting firm given tardiness from Kraft. Dana hopes to search out bids from smaller firms for more personalized attention.

Reauthorize JJ's reimbursement as bonus

Originally, board agreed to pay \$5,000 for moving expenses as a part of Jennifer's offer. Kraft withheld \$1,189 for taxes.

Linda calls for a motion to amend the previous motion authorizing a reimbursement of \$1,189 for moving expenses as a salary bonus rather than reimbursement.

Wisty and Danielle asked if the reclassification would negate the need for receipts. No receipts were kept initially since the offer was not contingent upon reimbursement with receipts. Tax laws have changed recently which prevent a simple non-taxed bonus. At the time the offer was made, we were unaware of the change.

Kelly suggests that some conversations would be better as an executive session. Since this topic has been discussed several times with Jennifer and the board, Jennifer was not asked to leave the room.

Pat moves to accept the motion, Dana seconds. All in favor.

Wisty moves to approve the financial report, Natalie seconds. All approve.

Fundraising Committee Report

Linda mentioned that some board members gave early in FY19 in order to increase the Windgate Foundation match, thus it looks like they had not given in FY20. Linda has reached out to these board members and stresses the importance of the complete board participation in fund raising efforts for grant purposes.

Dana mentions openings on the fundraising committee and encourages board members to think about participating.

Dana also reports that Tennessee Craft is cultivating a relationship with Old Crow Medicine Show, who will be the spokespeople for Tennessee Craft Week 2020. The band will host other events during Tennessee Craft Week, and potentially a benefit concert in 2021.

Consent Agenda: Chapter and Committee Reports Approval

Linda mentions that all three members, Greg Belz, Teri Alea, and Lenore Vanderkooi, were approved for lifetime honorary membership. She thanks them for their contributions to the field of craft.

Linda summarized and reviewed chapter suggestions for the board. She encourages board members to review the summary document available on the Board google drive (*How TC office can help chapters*).

Linda calls for a motion to accept chapter and committee reports. Wisty moves, Cara seconds. All in favor.

Report from Remote Participation Task Force

Wisty presents the discussion of a special committee tasked with remote participation. Information and notes collected by the special committee are available in the board folder.

Issues discussed by the committee include a policy on a quorum, advance notice of meetings, and technology platforms. The committee suggests that attendance at board retreats be mandatory, but there be an option for video participation at the other three, yearly board meetings. Positives include broader board recruitment and more full board participation, while negatives are lack of face-to-face networking, hardware costs and user experience. In addition, it was noted that all Tennessee Craft employees do not have computers supplied by the organization.

Synthia mentions that allowing video conferencing amongst the board sets an example for more communication opportunities among chapters. Felicia mentions that video conferencing would be an asset to the board to integrate outside perspective and professional opportunities.

Linda mentions that the committee seeks the board's opinion for direction and presents an email from Reneau opposing the remote participation unless technical issues are addressed. Kim educates the board on software options and annual costs.

Wisty clarifies that the committee seeks board approval for remote participation be a part of board bylaws. Synthia moves to support board remote participation, and further exploration of

bylaws and technology requirements, Kelly seconds. Pat opposes. Motion carries. The committee will further investigate costs and logistics. Kim will submit an expense report in the coming weeks, and committee will present an update at the next board meeting.

The committee motions to establish a quorum of 2/3 of all filled board positions. Since quorum is addressed in the bylaws, this change will need to go to the general membership for consideration. Since there are several items within the bylaws that are being considered for modification, all items can be presented at one time. Danielle seconds. All in favor.

2020 Meeting Schedule

Linda thanks the board for participating in the scheduling poll. The remaining board meetings for the year are June 6, August 1, November 2.

Discussion about timing for schedule release.

Wisty motions to approve the 2020 meeting schedule. Cara seconds. All approve.

Committee Commitments

Linda asks board members to volunteer for committee work. Committee chairs give elevator pitches for each committee's role along with time commitments.

Linda mentions conversations with new board members about establishing a committee around higher education. The board discusses commonalities among committee work and potential for collaboration. Linda will ask Bonnie to including upcoming topics for discussion on committee report template.

Kelly moves to transition ad-hoc remote participation committee to standing technology committee. Synthia seconds. Synthia comments that the mission of the technology committee be re-addressed. All approve.

New Business: Chapter and Other

Linda remarks on Tennessee Craft's historical participation in Arts Advocacy Day and encourages board members to think about getting an arts license plate. Forty percent of proceeds from all specialty plates, and ninety percent of proceeds from all arts plates, support arts in Tennessee through the Tennessee Arts Commission.

Pat says volunteer for the Fair. Kim mentions largest need is booth sitters!

Adjournment

Wisty motions, all second. All approve.