

Tennessee Craft Board Meeting
Saturday, August 1, 2020 10:00 AM – 1:00 PM CDT
Zoom Conference

Board members: Linda Nutt, Cara Young, Paige Ward, Maggie Fansher, Danielle McDaniel, Sally Bebawy, Wisty Pender, Pat Moody, Natalie Cuicchi, Nick DeFord

Chapter representatives: Jordan Braswell (representing Jessica Hagar absent), Pat Chaffee, Sandy Miller, Synthia Clark, Judi Talley, Roberta Bell, Reneau Dubberley. Tammy O'Connor

Members: Judi Talley, Colleen Williams, Dani Sposato, Tim Startup intermittently*

Staff members: Bonnie Mathews, Kim Waag, Julia Wilburn, Jennifer Justice

Call to Order, Welcome and Roll Call

Linda welcomes everyone to the meeting, and briefly covers virtual conferencing and meeting etiquette. She asks for everyone to introduce themselves.

Minutes from June Meeting

Linda asks for a motion to defer approval of June board meeting minutes until the next boarding meeting.

Motion made by Wisty. Seconded by Reneau. All in favor.

President's Report

Linda provides a brief summary of the highlights of her report, including the development and online publication of a diversity, inclusion and equity statement; she remarks on the unfortunate loss of Kelly Kessler as the mid-state chapter representative, and welcomes her replacement Roberta Bell; Maggie Fansher has replaced Sally Bebawy as secretary.

Executive Director's Report

Jennifer reviews 2019 highlights of the organization. Over 600,204 people served through programming, including 3,000 kids and 2,421 artists to teach/demonstrate/show and sell. Tennessee Craft Week continues to grow with an audience of 500,715 at 86 events at 42 locations. The program won national recognition and awards, and she thanks all staff for their diligent work. She comments on the success of the 2019 fall fair, noting that Metro Parks told the organization that the fall fair was the most widely attended event at the park.

Jennifer updates the board on organizational changes given the pandemic. Board, staff, and committee work is all remote using a purchased Zoom subscription. She acknowledges Kim Waag for implementing a distance learning platform for the Master Artist Apprentice Program.

Treasurer's Report – Updated Budget

Reneau reviews the balance sheet. Current situation is \$110,000 at the end of June in the bank, and another \$100 in investments. \$28K is in the different chapters, and not in the budgets for the organization.

Current liabilities include the PPP and EDIL, the federal government Covid-19 funding. Those are initially recognized as loans, but will be converted to grants in the current fiscal year.

Net income is a negative \$35,000, but is offset in the balance sheet by chapter income, and is more like \$44,000 in total. Overall we are in a good cash position, and will continue to meet expenses for ten months.

Reneau then moves to the statement of activities budget vs. actual. Contributed income shows a slight under-budget YTD. Earned Income is quite low due to the cancellation of the Spring Fair. Payroll expenses are down slightly, and other expenses (printing, utilities, and other fair related expenses) are \$50,000 less than expected. Net income is a negative \$44,000, but covered by the federal government funds which will be converted to grants.

Jennifer comments that federal funds will be converted to grants once she files forgiveness paperwork. With these funds, which will be recognized as income in the new fiscal year, the net income for the year is negligible.

Wisty asks what amount Jennifer anticipates being 'forgiven?' Jennifer replies \$40,415 are anticipated to be converted to grant monies.

Jennifer reviews the FY21 budget. Government grants increased for what she initially anticipated due to federal Covid-19 funds. Jennifer has also received specific allocations from grant organizations from Metro Arts and the Tennessee Arts Commission: almost \$52,000 and \$30,200 respectively. Total revenues are budgeted to be \$343,000, a \$100,000 decrease from previous years. Total expenses are budgeted at \$326,435. Jennifer comments that expenses were drastically cut given the decrease in cash flow.

Reneau comments on the excellent management of funds during this pandemic, noting that once the federal loans are converted to grants, the organization will realize only a \$4,000 loss.

Jennifer mentions that the federal government is starting another round of SBA loans, and Tennessee Craft looks to be applicable. Jennifer hopes to apply, and assumes the amounts would be similar to the last round.

Linda comments that a family foundation has given Tennessee Craft \$10,000 for the development for an eCommerce website.

Motion to accept Treasurer's report and the updated FY 2021 budget. Roberta moves. Nick seconds.

Wisty asks for a regular check in regarding the transition of monies to grants. Jennifer is in communication with our bank regarding details.

All in favor.

Ten minute break. Return at 10:50am.

Consent Agenda: Chapter and Committee Reports Approval

Colleen Williams reports on the Fair Committee activities. The Fair Committee met and discussed the possibility of a virtual fair, and decided on a digital platform called Eventeny. Artists would sell on the platform and the organization would receive a small commission. The virtual fair would happen over a three day period, but artists' information would remain throughout the end of the year. The online platform would also include programs that exist at the regular fair: Emerging Makers, pre-juried artists selections, Kids Tent activities, etc.

Starting with the Spring 2021, the fair committee mandates that all artists submit an image of their booth along with their application. This will bring the total application photos to six. The committee believes this information will be helpful for jurying, and pre-fair logistics.

Application for the permit to Metro Parks has been submitted for the spring fair on May 7-9, 2021 (falls on Mother's Day weekend).

Workshop/meeting to be held in September to discuss fair applicability given the broadening/combination of mediums.

Synthia asks how a virtual fair would affect the Emerging Maker commission? Colleen says that she does not have this answer yet, details TBD. Bonnie offers that commissions are in lieu of paying a booth fee. She asks that a virtual commission on Emerging Makers' sales be in line with the other artists' commissions.

Linda thanks Colleen for her efforts on guiding the fair committee through the pandemic.

Wisty reports on Tennessee Craft Week. Julia and Bonnie have put together a series of how-to videos on TCW participations.

July 9th was the announcement for the Instagram winners, and list of merits. Congratulations to everyone who participated and to Asia Mathis for the Grand Prize and many other worthy artists who submitted images of interesting and wonderful creations. The organization also announced spokesperson Ketch Secor from Elizabethton, TN and part of the Old Crow Medicine Show. Julia comments that the Tennessee Department of Tourism will not fund Craft Week this year (typically funds demonstrations at welcome centers throughout the state). With the potential move towards a virtual fair, the Kids Tent activities would move virtual and part of the grants for this program could be moved to virtual Craft Week demonstrations (anticipated \$1,000). Diverse both ethnically and geographically, ten artists would be hired to video demonstrations from their studios.

How-to videos can be found on the Tennessee Craft Youtube page. Wisty thanks Bonnie and Julia for their work on these videos.

Bonnie comments that Old Crow Medicine Show will promote Tennessee Craft through their online platforms and public weekly Zoom sessions. She also mentions working on gathering resources for artists to better film their demonstrations.

Synthia motions to accept chapter and committee reports including verbal reports by Colleen and Wisty, Fair and Tennessee Craft Week respectively. Reneau seconds. All in favor.

Community Engagement

Sally thanks Maggie for the first draft of the diversity, equity and inclusion statement. It has received positive feedback on our social media channels.

Sally mentions that we have had the first of three diversity, equity and inclusion trainings.

She announces interest from members to join the committee.

Linda asks for feedback from the group regarding the first training. Technical issues were frustrating. Sally mentions that readings were well-tailored to the content, and is looking forward to bringing Tennessee Craft's involvement in this discussion.

Session was recorded, and is available to staff and board members presently. Sally will make sure these are distributed. Linda asks for members that were not present to please watch the recording.

Pat thought the content was great, but the presentation was lacking. She has talked to Linda about discussing improvements with the consultants.

Nick seconds the caliber of the content, and remarks that technical issues were frustrating but not unreasonable. Overall, wonderful.

Maggie mentions that issues with virtual platforms were the reason the executive committee delayed the start of training initially. She welcomes more individual work on the front end in order to make sessions more interactive.

Natalie looks for more interactions in the coming sessions. Little time for discussion amongst participants. Felt more like a lecture than a discussion.

Roberta thought the training was great, and that the presentation gave her context for the new materials.

Pat Chaffee thought the content was wonderful, technical difficulties frustrating, but the second homework set has her looking forward to the second session.

Linda mentions that Jennifer discussed technical difficulties and the need for more discussion with our presenters.

Old Business

Fall Fair Status

Jennifer gives a recap of Fall Fair considerations given Covid-19:

- Nashville is in phase 2, which means Metro Parks estimates a cap of 250 people due to health guidelines. Between staff, volunteers, 100 artists, food vendors, we could only allow 50 people in at a time.
- We would be required to have construction fencing around the entire fair; one entrance, one exit; people policing numbers in/out.
- Doubts that HCA would lend parking, which would limit accessibility for people with disabilities.
- Difficulty finding artists to demonstrate.
- Not ethical to hold the Kid's Tent.
- Worried that artists would spend more trying to get to the fair (accommodations, food, supplies, etc.) than they would make with a limited crowd.
- Tennessee Craft is the only organization that has not canceled their event at the park for the remainder of 2020.
- Cost for this type of fair far exceeds a normal fair, and would not be covered by current revenues.

Pat Moody moves to cancel the Fall 2020 Fair. Sally seconds. Linda goes on record to say that both the Executive Committee and Fair Committee were unanimously in favor of cancellation. *All in favor.*

Synthia asks Julia on communication timelines for this news. She has already drafted a letter about the cancellation and has passed it along to Jennifer and the executive committee for approval.

Danielle asks for positive communications. She relates another artist's experience in the Cherry Creek virtual fair as extremely positive. This artist said that thirty minutes of uploading information was much easier than 4-5 days set-up at the fair.

Staff is excited about new virtual initiatives and programs for the fall fair.

eCommerce Initiative

Jennifer mentions the virtual Kid's Tent initiatives sponsored by already captured fall fair sponsorship funding.

The eCommerce committee is meeting on a regular basis, and sourced four proposals for the development of an eCommerce site. Jennifer constructed a detailed analysis to compare all proposals. Committee has agreed to hire Muletown Digital for a technical audit and project blueprint discovery process. The eCommerce site will function as an online craft store, and will function differently than other programs, requiring a commission.

Bonnie mentions $\frac{3}{4}$ of our members marked being interested in an eCommerce initiative through the member survey.

Synthia asks via chat: Members wouldn't be penalized if they didn't want to participate in a virtual fair, right? Julia answers no.

Wisty motions to approve the development of a virtual fair. Synthia seconds. All in favor.

New Business

Board Terms

Pat Moody comments on pandemic circumstances and the particular challenges, especially financial concerns, for the organization. She calls for consistency of leadership during this unusual time to better protect and promote the organization.

She proposes that board members who are at the end of the second terms as of December 2020, be allowed to extend their terms a year, until December 31, 2021.

Pat moves that all board members whose second terms end in December 2020 be asked to stay until December 2021. Reneau seconds.

Danielle mentions that this affects her, and asks that she not be an officer, but thinks this is a great idea overall.

Synthia asks if this affects chapter representatives. Pat Moody remarks that chapter leadership decisions are up to the chapters.

Linda overviews current board standings, and calls for the preservation of institutional memory through long-serving board members.

All in favor.

Danielle circles back to chapter representative discussion. Linda and Reneau commented on the by-law articulating terms for board members not chapter representatives.

Pat Chaffee comments that finding chapter representatives are difficult positions to fill.

Roberta Bell asks if the board is allowed to create an ex-officio position, and if so, mentions that this position could be the historian of the organization. Reneau mentions that this idea is an option given the by-laws.

Linda consults Pat Moody and Reneau Dubberly frequently for historical acknowledgement.

Business meeting adjourns at 11:52am. Linda excuses visitors and staff from an executive session of the board.

**Follow-up note regarding attendance: Tim Startup joined about 3/4 the way through and before we could welcome him, he had exited the meeting, and then joined again near the end.*



Linda M. Nutt, President 12/11/2020

Minutes prepared by Maggie Fansher, secretary
Signed 12/16/2020