



EXECUTIVE BOARD MEETING
May 18, 2011 9:00 am
Parkade Center Conference Room
Columbia, MO

ROLL CALL

Peggy King Joyce Rosen Vic Barr Jeanne Scott
Michael Gaines Danita Allen Wood Martha Greer

Peggy King called the meeting to order at 9:00 am.

OLD BUSINESS

Scholarship/Award Policy

The Steering Committee for the 2011 ArtSmart Conference determined that amendments should be made to the current Scholarship/Award Policies. Discussion followed as to whether or not past recipients of the award should be allowed to apply again. It was decided that past recipients should be able to apply but that preference would be given to new applicants for this award.

Further discussion followed regarding the dollar amount of the Professional Development Award and of the ArtSmart Scholarship Award (formerly the Betsy Goldman Scholarship Award). As in the past one \$500.00 Professional Development Award will be given annually at the ArtSmart Conference and an additional \$500.00 will be awarded in ArtSmart Scholarship Awards to help Conference attendees defer Conference costs. The total funds, \$1000.00, will be budgeted as ArtSmart Conference expenses.

Jury Chair/Jury Policy

Vic Barr announced that Lisa Becker has agreed to take over as Jury Committee Chairperson after the June session. Vic and Lisa are working in conjunction on new language for the website and on separating Jury Policy from Procedure. As they present new language it will be presented to the Board for approval and the Board of Directors Handbook will be updated as needed.

ArtSmart Chair/Conference

There are currently no volunteers for the position of Conference Chair. Discussion followed as to the benefits of a Steering Committee over one Chairperson. It was decided that the division of labor allowed by a Steering Committee is beneficial for Conference planning.

It was confirmed that Jeff Walker has agreed to work as the Hotel Liaison for the 2012 ArtSmart Conference. The dates of the 2012 Conference have been set for March 9-11.

A short discussion of the value of surveys followed. It was agreed that more direct feedback is needed from the membership. It was further agreed that short surveys with immediate feedback seem to be most beneficial. Better determining the demographics of the membership at large was discussed.

Choosing speakers for ArtSmart 2012 was discussed. Michael Gaines agreed to consider some of his contacts with other Arts Organizations. It was generally agreed that we should look to our more experienced members for speakers for breakout sessions. Kay Osborn and the Emerging Artist Program that she runs was discussed as a possible Conference speaker.

501c3/501c6 Status

Martha Greer has been researching the differences between 501c3 and 501c6 organizational designations. With the current 501c3 status MAA/BOMH cannot collect commissions on sales without filing a separate tax return and paying income tax from commissions as Unrelated Business Income. Martha will continue to research this topic and report her findings to the Executive Committee.

NEW BUSINESS

Professional Development Award Policy

Peggy King presented an amended draft of the Professional Development Award Policy and Application Form for review. It was agreed that the policy with amendments would be presented to the Board of Directors for a vote of approval.

A copy of the amended Professional Development Award Policy and Application Form is presented with the minutes from the Board of Directors meeting.

Juried Membership Policy Revisions

Peggy King presented a draft of the Juried Membership Policy that was amended by Vic Barr. On-line application and Paypal options have been made available to Juried Artist and Juried Studio applicants and the suggested amendments reflect these changes. It was agreed that the policy with amendments would be presented to the Board of Directors for a vote of approval.

A copy of the amended Juried Membership Policy is presented with the minutes from the Board of Directors meeting.

By-Laws Revision (re: eligibility for BOMH Board)

Peggy King presented a copy of the Article V By-Laws regarding the composition of the Board of Directors as amended by Jeanne Scott. After a short discussion and an added change it was agreed that the amendments would be presented to the Board of Directors for a vote of approval.

A copy of the amended By-Law is presented with the minutes from the Board of Directors meeting.

2011/2012 Budget/Accounting Options

Martha Greer presented a 2011/2012 budget to the Committee. This new budget reflects the change in fiscal year accounting. It was agreed that Google Ads should be added to the budget.

Martha has high hopes for fundraising in the coming year and the budget reflects this. Joyce Rosen and Martha Greer are working together on new corporate fundraising ideas.

Vic Barr presented a new accounting template to the Executive Committee. Vic and Linda Bohnsack have been working in conjunction to break down the organization's budget into classes. This method represents a much clearer understanding of the organization's finances.

Website Proposal

Martha Greer announced that we have Capacity Building Grant funds available for web-presence upgrades. Necessary upgrades including website content, functions and features were discussed. All Committee members were asked to review the current website and help determine necessary and desired changes. Peggy King presented a printed breakdown of links she considers valuable for the new site development including main, secondary and interactive links.

Discussion followed regarding the development and administration of the new site. It was agreed that development should be guided by strong suggestions for content and function. It was further agreed that administrative access by a very limited number of people is essential for information updates. The necessity for a contract that explicitly states that MAA/BOMH will solely own all rights to the website after construction/development was discussed.

Potential conflict of interest regarding Garnetta Sullivan as a Board Member and as a potential bidder on the new website development was discussed. It was agreed that if the Board performs due diligence there is no conflict of interest as Garnetta may recuse herself from discussions regarding the bidding process but that her expertise will be most valuable regarding the development of our new website.

Fundraising

Joyce Rosen and Martha Greer discussed several new options for fundraising. They have been working with Sandy Kolde in Columbia on a large fundraising event and are very encouraged. All Committee members were asked to think of potential corporate sponsors. The use of Parkade Center as an event location was discussed.

Member Benefits

Martha Greer opened discussion on communication of Member Benefits. It was agreed that we need to gather more information from the membership at large and that we need to better communicate the benefits of membership to potential members. Opening up access to information about MAA/BOMH on the website was discussed as one way of achieving this goal.

Silver Dollar City

The importance of the continued relationship that MAA/BOMH has with Silver Dollar City was discussed in brief. The necessity for a liaison for the Festival of American Craftsmanship was also discussed. Jeanne Scott will visit Silver Dollar City in June as a Board liaison to reaffirm our commitment to Silver Dollar City and ask what we can do to facilitate a positive relationship moving forward and will report to the Executive Committee.

Executive Director's visit to St. Louis

Martha Greer and Joyce Rosen visited a group of Best of Missouri Hands artists in St. Louis. Martha and Joyce listened to the concerns of the group and shared some of the new ideas and directions the organization is embracing. It was agreed that the talents and experience of this group should be embraced as we move forward.

Global Leadership Education Program

Martha Greer is working on an international artist exchange platform. Martha is working in conjunction with Sandra Hodge, Extension Associate Professor and State Public Policy Specialist for the Global Leadership Education Program. Travel opportunities include Cambodia, Laos and Thailand. Martha will continue to develop this as an educational opportunity.

Procedure for Executive Director 6 Month Review

Michael Gaines agreed to provide a review procedure for the Executive Committee before the end of June.

Meeting was adjourned at 11:00 am.

Respectfully Submitted,
Jeanne Scott
Recording Secretary