



MISSOURI ARTISANS ASSOCIATION

BOARD OF DIRECTORS MEETING

March 9, 2012 11:00 am

Inn at Grand Glaize

Osage Beach, MO

Roll Call

Joyce Rosen	Don Crozier	Vic Barr	Jeanne Scott
Stephanie Witte	Bill Merritt	Pamela Outersky-Smith	Carol Knox
Martha Greer	Peggy King		

Call to Order

Joyce Rosen called the meeting to order at 11:05 am.

Vic Barr made a motion that the minutes from the January 18, 2012 board meeting be approved. Bill Merritt seconded the motion. All approved.

Executive Director's Report

Martha Greer reported that there is a total of \$6800.00 in grant income that has yet to be invoiced. She has applied for an Art Services grant for \$6000.00, which is the limit of what we are allowed to ask for. The Missouri Arts Council also offers a capacity building grant for up to \$5000.00 and she will apply for all applicable funds.

Martha met with Jack from Digital Ninja, Inc. regarding the new website and has received a copy of the homepage in PDF format. Jack will be presenting the new website proposal at the conference on Saturday to all attendees and will answer questions then regarding design and access. Martha expressed that the new site is very nice and will better represent the mission and activities of the organization, but that every piece of information from the old website needs to be addressed. Individual members will have content control over their own page on the new website and a discussion forum has been included on the homepage.

Martha worked extensively on the 2012 ArtSmart Conference along with Joyce Rosen and the rest of the conference committee. She expressed a concern that there is too much work for just one or two people to reasonably complete and that in the future a larger more active committee will be necessary. Significant changes for this year's

conference include an expanded Artisan Showcase and more involved Friday Night Frolics.

Martha and Joyce also met with most of the new committees via conference calls and asked that the chairs of each committee set two goals they thought could be achieved in the upcoming year. Each of the committee chairs is to present a report at this meeting or have given a report to the president prior to this meeting.

Martha reported that Don Crozier, acting vice-president, will be taking over as wholesale show liaison. Don will be pursuing wholesale opportunities through Kentucky Crafted, the Buyers Market of American Craft and the American Craft Retail Exposition.

President's Report

Joyce Rosen reported that as of the February 2nd membership report our numbers are holding steady at around 400 total. She expressed concern that not all new members are receiving welcome packets and it was agreed that Martha Greer should be responsible for all corporate contact. New general members need to be welcomed into the organization but the membership committee should reassess the process by which this happens. Joyce also suggested that moving forward the membership committee should be responsible for assessing membership benefits and it was agreed that this is a good direction.

A short discussion followed regarding existing and future benefits of membership. Joyce presented the group with a list of questions and answers for the full board to consider. Group health insurance was discussed specifically because neither Joyce nor Martha has been able to get any relevant information from the insurer regarding how many of our members use this service. Stephanie Witte and Bill Merritt agreed that the premiums offered are cost prohibitive. Vic Barr offered that Carpenter Cage Insurance is a good resource to look into. Jeanne Scott offered that we should ask the American Crafts Council which insurer they use.

It was generally agreed that MAA/BOMH benefits are respectable for the cost of membership. The website presence alone seems to be worth an annual fee of \$60-\$85 for juried members and studios. We will continue to reassess the benefits we offer our members.

Joyce concluded her report by giving an update on the fundraiser, "Your Choice" that she has been working on. The event is slated for April 13th at the Columbia Art League Gallery. Amy and Bogdan Susan are honorary co-chairs and are helping to sell tickets for \$125.00 each that entitles the holder to an evening of good company, beer or wine and hors d'oeuvres and a piece of one-of-a-kind original artwork. Joyce is hoping to sell 75 tickets to this initial event and is seeking donations of artwork from the membership.

Treasurer's Report

Vic Barr presented the board with a balance sheet and profit and loss year-to-date report. Vic reported that the First Missouri State Bank CD that is about to mature will be transferred to a liquid CD at Alliance Bank. Vic reported a negative balance of \$463.05 to date that does not include grant income to still be invoiced. Vic expressed confidence in the fiscal standing of the corporation.

Vic Barr suggested and Jeanne Scott made a motion that the board establishes a repair and replacement fund that will accumulate monthly depreciation expenses to equal the annual depreciation of equipment. No second was needed for a motion made by an officer. All approved.

Vic Barr made a motion that to satisfy bank requirements regarding authorization and issuance of a credit card in the name of Missouri Artisans Association d/b/a Best of Missouri Hands, the board authorizes such account and names Margaret King as the person authorized to submit the application. The cardholder will be Martha Greer, Executive Director and Martha Greer and/or Margaret King will be the authorized contact persons for the account. Jeanne Scott seconded the motion. All approved.

Vic Barr made a motion to authorize that Martha Greer, Margaret King and Vic Barr be made signatories on the MAA/BOMH Bank of America Corporate Bank account. Bill Merritt seconded the motion. All approved.

Secretary's Report

Jeanne Scott delivered Board of Director Contracts to Don Crozier and Stephanie Witte. Don and Stephanie signed and returned them. Jeanne also handed out new Conflict of Interest Policies to all attendees. Everyone present read, completed, signed and returned the policies to Jeanne. Jeanne will follow up by mail with any directors who were unable to attend this meeting.

Jeanne presented edited bylaws for approval to the board. The executive board served as a review committee for the suggested changes and approved their presentation to the full board of directors. Bill Merritt expressed that while he would accept the suggested revisions he would have liked to have had the chance to have read them before voting. Don Crozier moved that the edited bylaws be accepted by the board of directors. Stephanie Witte seconded the motion. All approved.

Vice President's Report

Don Crozier introduced himself formally to the board members in attendance. We discussed the desire to extend all currently elected board seats through June of 2013 in order that the board election cycles coincide with the fiscal year rather than the calendar year.

Bill Merritt made a motion that all current board members serve an additional six-months in order to move our election cycle to June to coincide with the fiscal year calendar. Stephanie Witte seconded the motion. All approved.

Activities and Committee Reports

Past Programs and Exhibits Committee

Martha Greer reported that Joyce Rosen, Michael Gaines, Don Kelley, Ellen Klamon and herself met and evaluated the 2012 ArtStravaganza, Big Red Box and Celebrating Creativity. Martha stated clearly that these events need chairs and committees or they won't happen in the future.

ArtStravaganza will be moved back to the Guild in St. Louis. Ellen suggested that all attending artists need to use their personal customer lists to try to bring customers to the show.

MAA/BOMH needs to do more and more effective marketing if Big Red Box is to continue. Jane Eisenburg needs to report on all financials to the president and to the board.

It was decided that Celebrating Creativity has run its course. While we are sad to see this show end it is not the best use of our current resources. Ellen Klamon suggested that non-juried members should have a chance to exhibit their work if we are having trouble filling exhibits with juried work.

Regional Exhibits and Activities

Jeanne Scott and Jeff Walker met via conference call with Martha Greer and Joyce Rosen to discuss the development of regional exhibits. Jeanne expressed that she would like to have two exhibits before the end of the year and that one is already being planned.

Jeanne reported that the “Best of the Best of Missouri Hands” regional exhibition at the Kirksville Arts Association will be held May 11-June 30, 2012. Jeanne met with Linda Colton and Sharon Pritchard who made recommendations for juried artist invitations for exhibit. KAA will offer all exhibited work for sale at a 20% commission, which is their membership rate. Jeanne will report back to the board as progress on the show continues.

Educational Outreach

Bill Merritt reported for chair Tresa Killion that the Educational Outreach committee met with Martha and Joyce and is recommending that an Arts Educator membership category be added to our organization.

Membership

Carol Knox reported that our current membership stands at 395 and is comprised of 372 general and juried members, 13 studios and 10 corporate members. Carol distributed membership directories to the board and reported that they only cost \$1.25 to print per copy. The directory will be available online and will be printable from the website.

Carol suggested that the data manager should update the website. Vic Barr mentioned that we are not yet in a position to decide how to update the new website so further discussion was tabled.

Carol reported that the corporate liaison serving on the membership committee quit without notice. Martha Greer will take over as corporate liaison. Bill Merritt stated that the Executive Director was the best corporate contact for the organization.

Marketing and Public Relations

No report was available.

Kentucky Crafted

Joyce Rosen is waiting for a detailed report from Mike Ochonicky regarding the Kentucky Crafted wholesale/retail show. Carol Knox reported that she was at the show and that it went pretty well. There were more buyers registered than in any previous year.

Jury Committee

Lisa Becker provided a written report to Joyce Rosen before the board meeting. Ten of eighteen applicants were accepted for juried status at the January 2012 jury session. Three jurors were chosen according to the applicant media categories and included an arts administrator, a fiber artist and a jeweler.

Old Business

Membership Database Contractor

Martha Greer reported that further discussion regarding hiring a database manager would be tabled until after the conference.

New Business

Budget

Vic Barr reported that a complete budget would be sent via email to all directors in early May and would be presented for approval at the May board meeting in Kirksville, Missouri.

Vic Barr moved to adjourn the meeting at 2:10 pm. Bill Merritt seconded the motion. All approved.