

Missouri Artisan Association
dba Best of Missouri Hands
Board Meeting
Isle of Capri; Booneville, Missouri
March 12, 2010

Minutes

Roll Call

Attendance was as follows:

Peggy King, President
Valerie Bashaw, Vice President
Julie Bricknell, Secretary
Vic Barr, Treasurer
Mike Ochonicky, Exec. Director
Mary Beth St. Clair, Advisory Committee
Sandy Schulz, Advisory Committee
Danita Wood, Advisory Committee
Mary Benjamin, Advisory Committee
Brenda Beck-Fisher
Jeff Walker
Jamie Carey-Humphreys
Susan Leslie Lumsden
Lori Purk
Danya Roselle
Jeanne Scott
Garnetta Sullivan
Jan Gates, Guest
Bree Snider, Guest
Carol Knox, Membership Chair

President Report

Call to Order: Peggy King called the meeting to order at 10:15am. Welcome to all who attended.

Motion made to accept minutes for 01/20/10 by Jeff Walker, second by Valerie Bashaw. All approved.

Committee Roster: Valerie Bashaw passed out the current standing committee list. There are vacancies in some committees and will need more people to volunteer, both board members and general membership. Valerie will be working on this during ArtSmart.

Emphasis on getting a presence on Facebook was discussed. Sandy Schulz volunteered to ask Don Crozier if he would be interested in posting updates to this site.

Peggy asked board members to sit at different tables during lunch at ArtSmart. They should ask

members sitting at their table "What they need out of this experience" and report back to the board on Sunday wrap-up meeting.

Secretary Report

Julie Bricknell will add Dec. 3 and 4, 2010 as the dates for Big Red Box to the Board calendar. Peggy asked that all the special events be included in the Board calendar.

Treasurer Report

Vic Barr commended Linda Bohnsack, the contract bookkeeper, with her organizational skills with the records she passed on to him. He praised the system they have developed for communication of data, etc. Vic recommended sending all reimbursement and deposits directly to Linda instead of him. Reported 1/3 of registrations for the conference were through PayPal. Copies of the financial report attached.

Activities Report

ARTstravaganza: Dates are not finalized. The Regional Arts Commission and Missouri Wine Board are working with the management at Crestwood Plaza Mall to have an art event and have invited us to participate and RAC would sponsor. The event is partially funded by a grant. Security, lights and matching funds for advertisement would be provided. 100 spaces available with 10x10 booth space. Event would be around 1st week November 2010. BOMH paid St. Louis Art Guild approximately \$5,000 to rent space and have the outside tent. Rent for the mall space would be \$1000 to \$1500. Discussion of changing venue from St Louis Art Guild followed.

Jeff Walker moved to pursue and sign a contract for the Crestwood Plaza location instead of using the St. Louis Art Guild space. He moved that non-juried members be able to participate in the event and that we keep the name ARTstravaganza. Valerie Bashaw second. All approved.

Big Red Box: Dates are December 3rd and 4th, 2010. 30 artists may participate and a 25% commission to the Foundry is paid on all sales. Discussion followed. The Foundry has a new director and we will need to confirm the event with that person. Attendance has been low and advertising needs to be improved. BOMH will need to assist with advertising the event. Recommendation to use the \$50 deposit that is required with the application be used for advertising budget.

Silver Dollar City: Report was made by Jeff Walker. They are full for the 2010 year, but still need people on the waiting list. The event will be 14 booths for 8 weeks.

Art Smart 2010: 100 registered for this year. Conference logistics were discussed by Mike O. VSA will have two sign interpreters and several dog companions attending with their attendees. Highlights were presented. Mary Beth obtained all Hospitality Room beverages and food by donations.

Art Smart 2011: Jeff Walker reported. Looking at two hotels (Truman Hotel in Jefferson City and Grand Glaize in Lake of the Ozarks) and negotiations are still developing. Consensus was for keeping the 2 ½ day format and the same dates. Discussion followed regarding finding a conference corporate sponsor which could lower the cost to members and hopefully increase attendance.

Vic Barr moved that Jeff be authorized to negotiate and make the decision of which contract to accept.

Susan Lumsden second. All approved.

Discussion followed on proposal for how many rooms to budget for in the conference cost. Vic Barr moved that a new policy be instituted for future ArtSmarts whereby 4-6 rooms be guaranteed with the venue and included in the conference budget. The rooms would be for the speaker, Conference Chair, Executive Director, and Hotel Liaison. These three members must attend and work at the conference, and the Board feels they should not have to pay for their guest room. Valerie Bashaw second. All approved. A formal policy will be written codifying this.

Executive Director Report

Wholesale Shows: *Kentucky Crafted*: had 9 artists. Space was limited and may recommend only 8 artist next year. Will know in November if we are invited back.

Buyer's Market of American Craft: Through our attendance at this even, we receive membership in American Made Alliance. This is a lobbying group for Federal funding. Through this association, we can now offer our members Fed EX and UPS discount rates.

Rosen Group: New show in Las Vegas. "Niche the Show", June 6-8 will have a guild booth. They also have a new show in Orlando, FL.

Grants: Regional Arts Commission grant in process

Governor's Mansion project: Mary Beth reported. A new exhibit beginning Spring 2010 will feature 4 artists. The fall exhibit will have 9 artists, 2 pieces each. The exhibit will include biography, picture and business contacts for the artists featured. Ornaments will stay in the exhibit and may become a traveling exhibit to Art Councils and galleries around the state. March 1st and Oct 1st will be the change of exhibit dates. There will be a jury process for juried artist to participate.

Online library: Mike and Garnetta have been working on a new online library for the BOMH website, and will expand it soon with more videos. The BOMH shop will also be expanded to allow purchase of individual items directly from manufacturer to member, allowing for a greatly expanded selection of products. Items specific to juried artists will remain in membership committee control. "Made in America" stickers are now available for purchase.

Health Insurance: A new benefit through the American Institute of Graphic Artists is now available. Members can access the plans that are available and get quotes through the BOMH website. Mike O. is commended for long, hard work to get this valuable benefit for the members of BOMH.

Other: Mike would like to explore how to expand our exposure following the Kentucky group example. We could explore marketing our art as corporate gifts, home builder groups, and architectural groups, etc. Mike passed around a booklet Kentucky has printed categorizing their artist work in each type of group.

Committee Reports:

Membership Committee: Carol Knox reported 400 + basic memberships. Currently, Danya picks up the mail and sends it on to the appropriate person. She keeps a list of money received and copies checks. She sends all checks to Linda Bohnsack and Carol gets a copy of the checks. Still some things to work out with the paper trail. A data base management system will be developed by the membership

committee and the jury committee, and all membership records will be migrated to that system. Once that is done, the data can be formatted such that Garnetta can develop a password protected area on the BOMH website for board members to access current membership data.

Jury Committee: Susan Lumsden reported 37 applicants for the January jury session and 30 became juried members. Benefits from being a juried member will be posted on the web page. She is working on a PowerPoint presentation as part of the education process which will be available on the BOMH website on how to become juried. Discussion followed that mentors should be part of the education process and resources be available on the website. Information received from Pay Pal and applications becomes posted as current information for members, causing some problems. Garnetta and Mike O. to work on wording to clarify to members what information is recorded and posted as updated information is received.

Old Business:

Jury Process: Motion made for waiting time period of 90 days from joining as a basic member to applying to be a juried member. Lori Purk moved and Susan Lumsden seconded. All approved except one. Discussion followed regarding the need for some type of education of those members who wish to jury. The jury committee is preparing a power point presentation that can be placed on the BOMH website for all members to view. Garnetta will assist by reviewing and suggesting changes to the presentation.

Motion made that a policy be written for an education component to be required as part of the jury process procedure. Jeff Walker moved. Valerie Bashaw second. All approved.

Discussion followed that there are several areas where policies are needed, and Peggy intends to present several areas needing attention at the April meeting. Jeanne Scott volunteered to help write up the policies for approval by the Board.

Strategic Plan: Mike reported that we need to adopt specific guideline dates for the strategic plan outline, as it is very important when applying for grants. Executive committee will plug in dates roughly when we would like to have item completed. Executive committee members to send suggested dates to Mike O.

New Business

Vice President Vacancy: Peggy announced that following the January, 2010 Board meeting where Garnetta Sullivan was elected Vice President, Garnetta submitted a letter of resignation. Peggy has nominated Valerie Bashaw to replace Garnetta for the remainder of the term, and asked for a Board vote to approve the nomination. Jeanne Scott, seconded by Garnetta Sullivan, made a motion to that affect. Peggy asked if there were any nominations from the floor. Hearing none, a vote was taken, and the motion passed.

Jeff Walker moved that meeting be adjourned at 1:25pm, Valerie Bashaw second. All approved.