



Missouri Artisans Association  
Board of Directors Meeting  
November 5, 2014  
Union, MO

**Roll Call**

Lee Richards	Don Crozier	Sandy Kolde	Kim Carr
Michael Gaines	Angela Fowle	Loren Woodard	Andrea Quiroz Jira
Nancy Koehler			

**Call to Order**

Meeting was called to order at 9:45

**Approval of Minutes**

It was moved and seconded to approve the minutes of the previous meeting.

The first part of the meeting was held without the presence of the Executive Director because the board was discussing the merits of whether it would be better for the Executive Director to be a Independent Contractor or an Employee. If the choice is to offer the employee position we would require an additional \$2000 to cover the taxes involved in this change.

After much discussion it was moved by Loren and seconded by Michael that we offer the Part time Executive Director position as an employee of Best of Missouri Hands. All approved.

Sandy and Lee are going to tweak the job description and employment agreement to reflect the changes that were discussed.

## **President's Remarks**

When Andrea joined the rest of the group, Lee shared with everyone that we have had another board member resign. Ellen Heislen resigned for health reasons. We will need to be on the lookout for possible new members to replace those who have resigned lately.

Sandy will work on this but asked all to give her ideas.

## **Treasurer's Report**

Don Crozier passed out the balance sheet, profit and loss statement and two charts to track our performance. I will scan these to attach to the minutes for those who were not present.

Michael said he would like to see each event we have with a separate page rather than lumped together. Don said we can do that.

We discussed several ideas to generate more members and income. More discussion to follow on this.

Don was unable to stay for the whole meeting so did his committee report now.

## **Wholesale**

The Made in America show is not quite a go yet. We need to be sure of the commitments of the artists. The show has a January date.

## **Executive Director's Report**

Andrea provided all of us with a written report of her activities so I will not delineate them in the minutes. If you do not have a copy it should have been emailed to you. Let me know if you need a copy.

We spent a lot of time talking about the need to expand our monetary base. Partnering with some other arts organizations for events was mentioned.

Loren is very interested in putting on classes around the state that could bring in some cash. We could partner with other organizations and also use experienced artists in our organization.

Sandy mentioned that the Missouri Fiber Association is interested in partnering with BOMH.

Don spoke with Steve Palmer who suggested working with the Arkansas craft guild to put on events.

Andrea said she has looked at a lot of other state organizations and many have a standing location with galleries and places for classes.

We also discussed raising dues. We are talking about a slight increase of \$5 for single artists and the same for studios, a \$5 increase. We could also charge for spotlights on the webpage.

**Membership** is going to become an automated process with checks and balances via Peggy and Andrea. There will be a learning curve but the hope is to streamline the process and allow members to join whenever during the year and it will all be clear for jurying and renewals.

We are deciding how our membership should go; year to year or January to December. Peggy was included in the conversation as she has some concerns about how an automatic system will meet our needs

Lee and the rest of the board feel that BOMh needs to move on with technology for the membership but still keep her system as a back up. There will be levels of permissions the Board will have the password to access the official documents.

Kim moved to automate the membership renewal process and Loren seconded this motion. We decided that anytime someone pays they are payed for for 12 months. All agreed to this motion.

Many ideas were floated to help our financial situation. One intriguing idea was presented by Andrea. The idea is about establishing a new membership tier in Best of Missouri Hands. The name is uncertain but this would relate to Artisan Food makers. People who produce their goods from scratch with excellent quality control and handmade methods.

We would love to make this a juried membership but at this time, it is uncertain how we could accomplish jurying in a fair and equitable manner. We want to think this through before offering it to the community.

Everyone was excited about the possibilities that the Culinary Artist Membership would provide. It needs to be win/win for our artists and for the Culinary Artists.

We talked about changes to the Corporate Members structure where they could pay more for spotlights and adds on the front page. They often want us to send out a call to action to our members and this could cost a bit more. It is a valuable benefit to them to send the message to artists that have already gone through a jurying process.

Michael will help Andrea with this. Nancy will help also. We will draw up a proposal of how it will work.

On another subject, Andrea attended a MAAC program on Grant Station. Lots of grants are event specific. What should we do now? Should we do ArtSmart every other year? Professional Development the other year? These things need to be decided promptly because of the timing for applying for next years grants.

Michael suggested that a grant for Art Services would be a better fit for our organization. Sandy suggested that someone should help work with Andrea and Michael on this idea.

The Foundry offered a classroom and the possibility of a show location for the magic amount of \$0. It is greatly appreciated. The costs of putting on ArtStravaganza was largely the cost of the location for the event.

The Art House in Fulton Winter Exhibit show is coming up. this feature BOMH Artists but they could use more artists to apply.

## **Website**

Website is doing great so far. Lots still to do but thanks to the website committee we are getting there.

Every member will have a profile and password. If they choose to share their email it will have their name, medium and email. We all got a preview and the site looks fabulous. We really need this to take us into the future.

The **Accelerate** results are in we will need to have another meeting to discuss this. Michael, Sandy and Andrea will need to get together to move on this program.

There are challenges.

We need to find our own consultant.

MAAC is not going to be there to step us through the process.

Finding the \$1500 fee for the consultant before July 2015

Deadlines.

The Strategic Planning meeting will be on Nov 20 with Michael, Sandy & Lee to meet the Accelerate Action Plan draft deadline on Nov. 23. This includes board approval of draft which will be done via email.

Sorry Lee, I missed what you, Loren, Michael and Andrea and yet to be named member were going to do. Maybe one of these fine people will remember.

If we discussed the committee reports other than what I highlighted I missed it. Sorry. Please see last meetings minutes for info on these committees.

The motion was made and seconded to adjourn the meeting around 3:00pm.

We have a meeting coming up in January either the 14 or 21st. Unknown location at this time.

Minutes submitted by Nancy Koehler