



Missouri Artisans Association  
Board of Directors Meeting  
February 6, 2016  
Union, MO

**Roll Call**

Lee Richards	Don Crozier	Angela Wallemann
Kim Carr	Peggy King	Kim Powell/Foster
Carleen Johns	Loren Woodard	Nancy Koehler

**Call to Order**

Meeting called to order at 10:30 am

**Approval of the Minutes**

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

**President's Remarks**

Lee mentioned that she was hoping Michael would be here because we received a copy of the MAC grant and she didn't know what might be required.

Lee said she was thinking we should get back to having a quarterly newsletter. The board agreed. Kim Carr said she could make it happen but she would need articles to put in it. She can't create all the content herself. Feb 28 deadline for a March issue. Lee needs to write a President's remarks article. We need a membership article. Maybe reviews of shows by artists or "favorite" show article, something positive.

We could have features like "Artists Say", how do you greet folks when they come in your booth at an Art fair. What happens when people see your Best Of Missouri Hands Juried Artist banner? Tools for dealing with galleries. Etc.

Deadlines for the quarterly newsletter are - Feb 28, May 31, Aug 31 and Nov 30.

## Vice President's Remarks

Angela reported on the revenue raising idea called "Giving STL Day" She feels it could be a very beneficial thing for BOMH to do. The registration deadline is April 4th and the event is May 3rd. During this day we would have to double down on promotion, email, Twitter, Facebook, Instagram. Posting updates, issuing challenges, etc.

We talked about a goal of \$10,000 as a good goal. Angela will check to see if we are eligible. There seems to be a geographical requirement.

About the Giving STL Day, we will need;

- A day of action to implement and encourage response that day.
- We will need to send out an email to generate interest.
- Have a link to FaceBook and website. We could start a Twitter account too. All can be linked to post at the same time if possible.

We spoke about being a presence at art shows in the area who allow info booths for not for profits. Angela said she and her husband could do some of this.

We spoke about our membership and where most members reside. Kim Carr will get something together for us.

Carleen spoke of the possibility of being able to get additional funding from MAC as an art teacher educational grant. She needs to talk this over with Michael. It would be individual schools who would apply for the grants then pay our artists.

Kim Powell/Foster talked to us regarding the opportunity for our members to attend the Missouri Art Education Conference which will be in St. Louis this April. We spoke of getting some rack cards to have for teachers to pick up.

Kim will post on the BOMH FB page regarding the conference. It is an opportunity for artists to get together, do art, sell art and talk about art in lieu of a conference this year. The theme of the conference is "Thinking like a Artist."

Nancy is working with Kim Powell to present a workshop at the conference on BOMH and the reasons to become a member. We will also have a table with brochures that we will try to staff so we can talk with the teachers most of whom are artists themselves.

We spoke about possibly having a drawing at the table for a "free" teachers membership into BOMH.

Kim Carr proposed that we put the MAEA info on the first page of the website. And she proposed that we buy a half page add that she will create on the MAEA conference book. This was moved and seconded and all voted aye.

## **Website**

Peggy reported that the challenges have been many in this new year with the new website and membership. James has worked very hard to get it all together. He is working on a good way to pull a useable membership report off the website. It has been a big challenge this year and lots of extra work because of password problems. Emails because of password problems seem to be going into spam or are being rejected by servers before getting to inboxes.

We had 265 members use or set up a Paypal account which will allow for auto renewal. 76+ members sent checks and will need to be manually entered and encouraged to renew next year. We had 36 members set up subscriptions in order to renew this year and later cancelled. They must have not understood part of its purpose.

Non-renewals are pretty much in line with other years. There were pretty many juried members or studios who did not renew and will need personal contacting to encourage them to renew. Peggy talked to a lot of our members this year because of all the problems.

Soon James will move our email addresses to his server and hopefully a lot of our email problems can be avoided. Peggy, Angela and Lee need to meet before the next meeting to work on getting a list of corporate and member benefits. James is creating a form for the corporate members to have on the site. It will include the opportunity for our corporate sponsors to put in their profile, a logo and even a video.

## **Treasurer's Report**

Don presented his reports. We look to be in pretty good condition. We will need to pay out \$2000 for our visiting artists in order to qualify for the grant money from MAC. We discussed whether we might be able to access some of the other grant monies if unused for other needs, to pay for additional artists visits. We will have to ask Michael but we think we can.

## **Newsletter, Social Media Report**

Kim Carr reported that our Facebook page is up to 2000 likes and she is planning on becoming more active on Instagram. This is where a lot of the young artists are.

Kim said she will do a quarterly newsletter if we all pitch in with content that will make it worthwhile. Peggy offered to report some on the website capabilities. Kim Powell offered to write an article also.

We talked about highlighting some of the best articles from the previous quarter so it doesn't have to be all new content.

Remind people that there is a Resource Page where they can go to look for shows. It is general info and any additions are welcome to this living page. What do you know about that could help other artists?

### **Juried Artists Program**

Nancy reported that as of this time that 15 artists have applied for juried status. The deadline will be the end of January with Jurying completed by the middle of February. She is waiting on a couple of folks to get back to her that she has invited to help be jurors.

### **Visiting Artist Program**

12 artists have volunteered to visit and present to schools. Some are contacting the schools directly and some are getting help from Kim Powell, Kim is involved with the MAEA and has access to a database of 734 teachers. 36 of these teachers have requested artists , some in certain mediums.

Kim and Nancy will keep the ball rolling down the road and make sure all artists who wish to be of service get the chance to be so.

### **New Business**

Lee shared that BOMH artist Kay Foley sent the board a proposal to possibly take over a show that is in the fall of the year in Mid Missouri, a part of the state we desire more representation in. This was in regards to the Fall into Art Show in Columbia. MO. The existing committee would like to stay involved but does not want the sole responsibility.

The board is interested and asked Lee to get some other information and ask certain questions about it before any commitment would be made, I.e., role of past committee, BOMH's potential role? Budget from past shows? Sponsor list and how funding was secured?

Being that the building has some space that might be available for workshops that could be done at the same time it might be a good match to help fulfill the mission. The board moved and seconded the motion for Lee to pursue this possibility.

### **Annual Meeting**

Ideas were discussed. We think that a good plan is to focus on the idea of "preparing your photos for online ordering, Zapp and EntryThingy, professionally marketing yourself and work in the morning, lunch, and a Mock Jury with attendees slides, the good, the bad and the ugly. We looked at a late April date. April 23 or 30th maybe. Kim Carr is checking with Christina Villa and Cindy Lerick to see if they would be willing to do a program.

Nancy will ask Robin Ragesdale, BOMH's Jury Chairwoman to present on becoming a juried member. Peggy is checking capacity in Columbia at the Columbia library or with Ben at the Parkade Center. She will also check with Andrea Quiroz Jira who is with the Columbia Tourism Board for ideas.

It will be a one day event 10-4 pm.

The next meeting will be held on March 12, at Lee's home in Union, MO. We need to meet prior to the Annual meeting.