



Missouri Artisans Association
Board of Directors Meeting
January 21, 2015
Foundry Art Center

Roll Call

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

Business discussion before Andrea came to the meeting

The first part of the meeting was attended by all board members except Andrea who is resigning her position as of January 31, 2015.

We discussed what Andrea's departure means to us.

- We need to determine our short and long term goals.
- We need to assess what we can do to divide up the necessary tasks performed by the director.

We spoke about Kim Carr sending out the email blasts and continuing with the newsletter.

The email address director@bestofmissourihands.com will go to Peggy King who will allocate the questions to the proper board member.

Lee suggested that in the side bar of the newsletter it would be good to have a list of contact information for the board members so that folks can get in touch with us if they have a specific need. All thought that would be a good idea.

We will have several new email addresses. They will go to specific people.

Murielle suggested having the contact info for the board members also on the website. Sandy said she would add it to the about us section of the website.

Sandy reminded us that from here on out that all new subscriptions and renewals would be done automatically all year long. Members will automatically receive renewal reminders prior to the anniversary of their membership. We will still need to keep track of the membership info.

We talked about the needs of some people who would like a paper copy of the newsletter sent to them. Don shared that it has always been that if someone wanted a paper copy we would make a copy and send it to them. They have to let us know that they want it.

We spoke about the need for members to keep their information updated for us to be able to keep them in the loop. It is a goal. Possibly remind them in each newsletter to let us know of changes in their information.

Michael asked if there are any official documents that may need their information changed?

Bank Accounts, Credit Cards, Annual Report to the State, Constant Contact, all Grants applied for RAC, MAC, others

Murielle suggested that it may be a good idea to have some sort of contract with Kim and Peggy as they are going to be paid by BOMH. We all agreed and Lee will send out something to all of the board on this.

We talked about whether we want to do the the proposed marketing idea that Andrea had to raise money. This is in reference to the sale of marketing space on the first page of the newsletter.

Sandy has sent out a sample of how it could be done. It could be purchased by Art Supply houses, Shows, Arts organizations or by our own members. Sandy said she will keep the space on the website so we can make a final decision on how we want to use the space.

We discussed using sliders on the website to feature our artists.

Lee proposed that we make the top slider on the home page a marketing services opportunity whereby any organization, corporation or individual could pay \$100 for 1 month to market their business. The applications would be pre-approved to

make sure we didn't have any inappropriate material, the oversight person(s) are TBD. The second slider will be used to feature, free of charge, one member a month. She propose the first year to be picked from attendees at the general meeting.

Kim Carr has offered to oversee this and add the members to this area on the website. Kim suggested that the posting of our members be for a shorter time than one a month. Maybe a two week posting.

It was moved and seconded by the board that we do as Lee suggested with possibly the change to the members area as Kim suggested.

Michael Gaines and Sandy Kolde are working on grants. First up was the Accelerate program that we asked to be released from at this time. It will not affect BOMH negatively that we asked for this release.

Second, we released \$3200 of the MAC grant that would have been for ArtSmart. We are keeping \$1000 to use for the Visiting Artist program.

Michael has suggested and is working on applying for an Art Services Grant from Missouri Art Council. This grant should be more fitting to our needs but we will need to show that we are serving the entire state.

Lots to decide, should be want to shift the grant to Professional Development, which would include, conferences, regular meetings, training, seminars and scholarships, e-Services, and/or outreach.

We talked about having meetings around the state at the various arts councils as a net working tool about joining BOMH. Question to ask to arts council would be, would you consider hosting a meeting with a feature on BOMH and what we offer to artists?

Loren Woodward is a member of the workshop committee and he is very willing to do some woodworking workshops and is willing to travel.

We need a teachers bureau to take Best of Missouri Hands - On the Road, around the state.

We have been asked by the Missouri Fiber Organization MOFA, to partner with them. Further discussion has to be done to decide how we can make such requests work for our benefit.

Sandy reminded us that board members will need start conversations on the forum and chats on the new website.

We adjourned for lunch and for the addition of Andrea after lunch.



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Approval of Minutes

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

President's Report

We will be doing goal setting. We want to be able to see where we need to go and to mark our progress. We want to offer different types of events to our members.

We will be having a General Meeting, which used to take place at our ArtSmart Conference. This meeting will be held at the Foundry Art Center on March 14, 2015.

We have a firm date & time (is still flexible) Saturday March 14, 2015, 10 – 4

- We have a very enthusiastic speaker (Laura Mullen) & topic to draw people
- We have a very rough agenda of the general meeting

Speaker 10-11:30

Lunch 11:45 1:30 (this should give time to get lunches, start eating and begin meeting). We will aim to keep it short and interesting ending with a brainstorming session 1:15 – 1:30 from member round table discussions)

Speaker's second half 1:45 – 3:15. This leaves a lot of lea way for ending early and leaving room for more Q&A if there is any.

Speaker Laura Mullen's presentation agenda:

Laura Elizabeth Mullen

BOMH Presentation Synopsis

For the morning portion:

- Introduction, Acknowledgements and Thanks

- A studio artist's practice and why it is necessary to "brand yourself"

- Business cards – what to put on them

 - Name, contact info, 3 word description of your practice, photo of work

- Photographing work – samples and some tips

 - Lighting, cropping, archiving photos, changing resolution

- Website – how to chose a layout, what companies to use

 - pricing, pros and cons for specific companies

 - What to put on the website, and suggestions of what to leave off

 - Focus on what they are trying to accomplish with the site

- Take some questions

For the afternoon portion:

- Quick summary of morning portion

- How to organize a web portfolio

- Writing artist statements

- Writing a CV (and keeping it updated)

 - Categories to put on your cv

 - Simple formatting

- Applying to exhibitions

- Writing an Artist Bio

- Perhaps how to link to a shop (etsy?) or have a shop on your website

- How to link to a blog

- Take some questions

We want this to be free or very low cost to the membership so that folks will come.

The Missouri Organization of Fiber Artists to have a speaker at their convention.

Lee reiterated that we need to help our members to realize that they can help our organization in a simple way by using the Schnuck's card when they shop at Schnuck's and when they shop on the Amazon website to use Amazon smile which they set up in advance and note the Missouri Artisan's Association as the recipient of the donation. These little things can make a big difference.

Treasurer's Report

Don Crozier provided the financial paperwork to the board that helps us to see exactly where the organization is financially.

Don wants to fully review the full financial history of Best of Missouri Hands organization. He hopes to get to this soon

Executive Director's Report

This is Andrea's final meeting with the board of directors.

During October to December she focused on membership. She had sent out a lot of emails and finally when there were still 70 juried members who had not sent in their renewals she sent a letter to them individually. Some members who had forgotten to renew did renew. Some were aggravated at the wording of the letter.

We discussed that sometimes our members are not computer savvy or are just not reading their emails. Twenty two of the 70 did then renew. We can not control who reads the emails or who renews. We can only remind. Possibly a letter to the membership would be good in October/November with the reminder to renew would be good. We will have to be sure to check renewal dates so that new members who will be getting automatic renewals do not receive a letter in the fall of the year asking for their renewal.

Every month Andrea welcomes new members with a welcome email and a letter including a rack card and her business card.

She has continued working with Michael regarding grant opportunities that BOMH can apply for that are not event specific.

She has worked with Kim on the January newsletter.

Andrea reminded us to be on the lookout for the email from Union Pacific regarding the grant we applied for from them. That grant will be for artist outreach in the state. They notify recipients of the grant in February.

She has found 17 Missouri businesses that offer grants for arts and culture.

Andrea suggested that we consider raising the dues for juried members who jury in more than one category.

She also suggested that we create a receipt that is sent to the members after they make an online purchase, whether it be for membership, renewals or marketing upgrades, etc. This should simplify things.

This is Andrea's last meeting and we wish her the best in her new endeavors.

Committee Reports

Website

We are very close to launching the new website. It will be wonderful for our members and easier for the board. All of the current board documents will be stored on a password protected part of the website for the use of the board members only.

Every member, juried and not juried will have a username and password. Lots of work still to do. Hosting is going to be done with the same company who is doing our website, Pixel by Numbers, and should be up this week.

There are still several things to be decided. Sandy asked for help with getting all the members info to add to the website. Nancy Koehler volunteered to do the people part of this info capture and Sandy will get the data up on the website.

Newsletter and Facebook

Kim is doing well with learning Constant Contact and the Newsletter is getting better and better.

Facebook "Likes" have doubled for our Facebook page. We hope this continues to grow as this is a great showcase for our members work.

Jury Committee

Nancy reported that Robin Ragsdale, Jury Chair, has received 16 fully completed applications and 2 where the members have not paid their yearly dues yet. She will try to get them to do so or they will have their jury moneys refunded and will have to sign up again and try for jurying next time.

Regional Activities

Don Crozier is the committee chair and he reported that there will be an upcoming exhibition at the Lilian Yahn Gallery in Winghaven in St. Charles County in for the month of July 2015.

We hope to have some BOMH participation in the Liberty Arts Squared Show in June in Liberty, MO. There has been some trouble connecting with the promoter so we don't know if that will come off.

The Hannibal Arts Council has agreed to host an exhibition/event at their gallery in Hannibal, MO in February - March of 2016.

A big goal is to cultivate a list of artists who are already teaching within the state, doing workshops and such and see if they will partner with us to make the regional concept a reality. If they will, they will get their fee, we will advertise and promote their event and BOMH will get a portion of the fee for the workshop. This is an important goal for BOMH.

We talked about a possible traveling exhibit to go to different areas, art councils etc. of the state.

Michael suggested we may be able to mine the MACA list for groups that may be willing to work with us.

We would like to have regional leaders who can organize events in their region. Murielle will be the Southeast Regional Team Leader.

There are several other areas, Springfield, St. Joe, Northeast, and more. Kim Carr provided us with a map of the regions last year. She will send a copy of it to us again.

We may be able to use the VLAA, Volunteer Lawyers for the Arts Association to set up some meetings around the state for the benefit of our members.

Lee Richards will get Don a copy of the workshop model that Midwest Metal Smiths uses. Loren Woodward also has a local model that he has successfully used. Loren will send us all a copy of that model as well.

Michael and Murielle will be attending the upcoming MACA retreat and will present on the subject of Best of Missouri Hands.

Strategic Plan

The old plan will need to be reworked to adequately follow the Art Service grant we are going for.

Sandy and Michael are working on this.

We will need to consider a Promotional Material committee next year. We agreed we need some new material to promote BOMH, maybe add some testimonials and maybe do a bookmark too.

Don moved to adjourn the meeting at 3:00.

The Best of Missouri Hands Board of Directors meets six times a year.

The meetings for 2014 will be as follows:

All meetings are held on the second Wednesday unless otherwise arranged:
If you have a location where we can hold the meeting please let Lee know.

March 11, 2014 location TBA,

May 13, 2014 location to be TBA,

July 8, 2014 TBA

September 9, 2014 TBA

November 11, 2014 TBA

January 13, 2015 TBA

