



Missouri Artisans Association  
Board of Directors Meeting  
July 8, 2015  
Union, MO

**Roll Call**

Lee Richards      Don Crozier      Sandy Kolde      Kim Carr  
Michael Gaines    Angela Walleman    Murielle Gaither    Peggy King  
Nancy Koehler

**Call to Order**

Meeting was called to order at 10:20 am.

**Approval of Minutes**

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

**President's Remarks**

Sandy Kolde presented the slate of Board Members. It was moved by Murielle Gaither to accept the slate as presented and Michael Gaines seconded the motion.

Sandy is retiring as Vice President of the board and gave an update on the website. Sandy met with Peggy, Kim and Lee prior to the full board meeting. Peggy is being trained as webmaster. Peggy is leaving the board and will be a consultant going forward. The next big test for the website will be when renewals occur at the end of the year. Sandy has been working with James the programmer to make it all run smoothly.

The board thanked Sandy for her service on the board and all the hours spent getting the website up and running. We gave her our thanks, a gift and wished her well in her future endeavors.

The nomination and election process were discussed. It was determined that the three members who are at the end of their terms will need to be put on a slate for re-election by the membership. These board members are Kim Carr, Don Crozier and Nancy Koehler. The Vice President is charged with recruiting new board members and our new Vice President Angela Walleman will contact two potential prospects that were suggested by board members. These prospects are Kim Foster and Carlene Johns.

There was discussion regarding the Board By Laws and agreed that they need some updating.

We discussed again the new email policy -

Regular and Juried Members - item may be written by requesting member, edited by newsletter editor as needed and will be included in an email blast and put on calendar.

Corporate Members - Article written by member and included in email blast, entered on calendar and membership will include one more announcement, ie, Good to Know News sent by email.

Murielle Gaither suggested that we charge Corporate Members for access the the membership list. She also suggested we charge for advertising for Corporate Members who would like to access the extra visibility of the slider on the landing page of the website. The amount suggested was \$100.

Murielle, Peggy and Lee will draw up a policy to revamp, revise the policy as it relates to the corporate structure.

501c6 will be discussed later. Additional structure and getting it together is a goal.

### **Vice President's Report**

Angela Walleman took over as our new Vice President. As her first act she will be contacting the potential new board members promptly.

The current slate of officers is:

President: Lee Richards

V. President: Angela Walleman

Treasurer: Don Crozier

Recording Secretary: Nancy Koehler

### **Treasurer's Report**

Don Crozier provided a copy of last years and this years income/expense schedule for comparison. He also included a copy of the 2014-2015 spending plan. He does not have 2015-2016 budget yet. Don said he will get that together.

It was brought to the attention of the board that we have not approved a budget for this fiscal year.

The Board then voted to adopt the budget from last year so we have that in place at this meeting. Michael moved and Don seconded the motion. We will amended this in the future if needed.

Peggy sends the financial reports out to the executive board and we agreed that the whole board needs to be seeing this. Don will forward it to the rest of the board. Don will discuss with Peggy what he thinks is important to be tracked and Peggy said she will work with Don to see that he gets what he needs.

We discussed the issue of paid staff and Sandy will be paid on a as per needed basis at \$20 per hour for training. Don moved that pay Sandy at this rate. Michael seconded and all voted aye.

## **Committee Reports**

### **Website Report**

We discussed the use of the forum again. Many felt that the possibility was dwindling of folks using the forum. It was suggested that it may be more useful to focus on additional social media outlets such as Instagram in addition to a Best of Missouri Hands Face Book group. Kim will set up a FB group and link with website by invitation.

### **Jury Committee Report**

The Jury will be meeting toward the end of the month to do the summer jury. There has been a good cross section of artists applying for juried status. All is expected to go well.

### **Grant Report**

Michael Gaines will send info about the grant we have already received from MAC, by email to the board.

There will be many ways that we can qualify for these grant opportunities. Anyone with a gallery can feature BOMH artists then we can list it as a regional activity which will help us qualify. Michael will help move this to a wider audience. Murielle said that the Southeast Group will feature BOMH artists in an upcoming event. BOMH artists will be able to waive the jury fees.

Someone suggested that a good grant to apply for is the Heart of Nieman Marcus Grant. It seems geared toward a younger demographic.

## **Newsletter, Social Media Reports**

Kim Carr expressed concern that we all need to re-commit to creating content for the newsletter if it is reasonable to continue producing it.

We need to figure out what our focus will be and have a clear plan to go forward with. Kim shared that a lot of what she comes up with is copying other peoples content. She asked board members to step up and do some articles on a regular basis. She will continue to do the featured artist article. Murielle will do two regional articles, Lee will do a Presidents letter, Peggy will do something to feature the website. Angela will do a roving reporter type of article on members from around the state. Any other articles or content will be greatly appreciated.

We discussed a Best of Missouri Hands Road Trip to highlight organizations or corporate members galleries around to state. Murielle said she could do a road trip article 6 times a year.

Kim continues the email blasts using Mail Poet once a week. She is still not sure why the open rate is so low. We will continue to work on it. Angela and Lee said they don't remember getting them so possibly the subscriber list will need to be investigated. Sometimes they inadvertently end up in spam folders.

We are still doing well with up to 1600 likes on Face Book.

The board agreed to keep the \$30 for 30 years up for the rest of the year.

### **Visiting Artist Program Report**

Nothing much to report other than Nancy will write an article for the Newsletter and she should put a request on the form for a few paragraphs of testimonial to pass on to other artists about doing the Visiting Artist Program.

### **Regional Activities**

There is an upcoming exhibition at the Lillian Yahn Gallery. The show opens on July 7. It was decided that this exhibit will be staying on for an additional month.

There will be a reception at the beginning and end of the show. The gallery will provide drinks, artists will provide food. Don will go to Costco.

May 2016 Hannibal Arts Council will have an exhibit featuring BOMH artists. No jury fee for BOMH juried artists and a possible share of some of the sales to HAC.

September 2015 Southeast Arts Council will sponsor a meet and greet featuring BOMH artists. Murielle showed the board a stamp card from an event they do 4 times a year. Every time it is something different. This time it was pet oriented. They got a lot of new corporate sponsors because of it. Might be something we could make work for us in the future.

PWA window has been good for BOMH. There have been some sales and Kim continues to coordinate it.

### **Strategic Plan Report**

We have one but Lee feels that it needs to be changed or updated. It should be a living document. Michael suggested we not get bogged down in the current document.

### **New Business**

We need to delineate definable benefits for members and corporate members

Reprinted from last meeting:

(Lee asked for a list of what everyone is doing on the board. She wants a clear idea of what everyone is doing to make this organization run.

Our activities need to support the grant guidelines. This should be no problem.

We discussed a BOMH picnic/get together. Nothing actually decided.

Again, we need to work to engage our membership in real time with workshops in different parts of the state. High touch is as important as high tech.

Lee wants passwords for any official BOMH site so there is a source document for all these. It must be kept up to date. Please let Lee know if there are any changes in a password protected site you maintain.

Angela's new email address is [Wallemanangela@gmail.com](mailto:Wallemanangela@gmail.com))

The next meeting will be at the Southeast Arts Council in Cape Girardeu, MO. Murielle Gather will host the event. The date will be September 9, 2015. Info to follow from Murielle.

Minutes submitted by Nancy Koehler