



Missouri Artisans Association
Board of Directors Meeting
June 3, 2015
Union, MO

Roll Call

Lee Richards Don Crozier Sandy Kolde Kim Carr
Michael Gaines Angela Walleman Nancy Koehler

Call to Order

Meeting was called to order at 10:00 am.

Approval of Minutes

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

President's Remarks

We need to get past Executive director's names off the bank account.

“President Richards indicated that we need to update our “Primary Contact” name for our Credit Card account a Bank of America, to allow Margaret (Peggy) King to conduct administrative duties necessary for that account. We have been told by the company that Martha Greer's is still listed. Also, credit cards in the name of Martha Greer and Andrea Quiroz Jira are still attached to our account, although inactive. They need to be deleted and that can only be done by the “Primary Contact” on the account. President Richards requested a motion to adopt the letter to Bank of America and that

she and Don Crozier are authorized to sign the letter, representing the Board of Directors. Motion made by Kim Carr, seconded by Michael Gaines.”

Board approved and Lee will follow up on this.

Lee spoke about the plethora of emails that come to her mailbox daily and her challenge with what exactly to do with it all since it is not all pertinent to the Presidents tasks. There needs to be some sort of filter or system to determine who should actually be handling what. We all agreed that better filtering is needed and we hope Peggy, who receives the initial email via director@bestofmissourihands can be that filter.

Possible categories- Events / Action required /(unsubscribe)

Kim would like to get an event category to add to the calendar.

Angela requested that she be on the Grant Committee as she feels more comfortable and useful there. All agreed that would be great. That leaves Don, Loren, & Murielle on the events committee.

Vice President's Report

We need more volunteers for the Board; Don Kelley expressed interest in helping on committees but not being on the board. Needs to be approached by ? (Sandy, Angela?)

We discussed the need for new Board members. We would ideally like to add 2-4 more members. Sandy, Michael and Angela will get some names together for adding to the voting slate at the July 8 meeting. Sandy will put a notice on the website.

The current slate of officers is:

President: Lee Richards

V. President: Angela Walleman

Treasurer: Don Crozier

Recording Secretary: Nancy Koehler

Sandy again said that Missouri Fiber Artists MoFA might be interested in a collaboration with BOMH. They were still interested in working out an agreement whereas the members would have access to the BOMH resources & community at a reduced or minimal cost. Needs to be more discussion on this.

Their 2016 conference will be in St. Louis and it was suggested that BOMH could have a presence there. Sandy will keep us up to date on this opportunity.

Treasurer's Report

Don Crozier reported the state of our finances. He said that we are currently in decent shape but of course BOMH can always use more.

Michael Gaines said that for granting purposes our financial reporting needs to be done on a yearly basis. Our current year will begin on July 1, 2015.

Lee asked how this year compared with last year at this time. Don will look into this and get a comparison.

Committee Reports

Website Report

We have a new eblast system called Mail Poet. The yearly fee is \$99 a year. This new system will allow us to retain and archive all eblasts and newsletters on the website (News). They will be listed by links under the appropriate heading, i.e newsletter, eblast.

Sandy will continue to work with Peggy and train her on a need to know basis so she can use what she has learned. Hopefully retention will be better this way.

Peggy will be the main person updating the website. Sandy will continue to help her as long as she needs it. After Sandy is off the board in July we will pay her \$20 an hour for any website work/training she does. This was approved by the board in May via email vote.

Sandy again stated how we need to get members to become involved in the forums. It was suggested that we have a forum already in established mediums. This will

eliminate the immediate need for anyone to contact the webmaster to start a discussion. Any more specific requests can then be sent to Peggy to approve and set up.

It was decided that it would be a good idea to have distinctly different banner headings for the email blasts and the newsletter email so people will be able to quickly ID them in the hopes that the open rate will increase. She also said that all article are posts on website and will be archived by months. She suggested periodic reminders to use the forum. And she also emphasized the need for more website content.

Michael stated that Hannibal Arts Council and MACCA are interested in advertising on the BOMH website. He will get the info to Sandy/Peggy so they can put it up.

Sandy mentioned that we need to recruit artists to be participants in the forum if it is going to be a useful part of the website.

We will be selling the space at the bottom of the landing page for the website for \$100 per month. This is a great advertising opportunity.

Sandy told us about Woo Commerce -e- business marketing on a website.

Need a marketing committee to work out the hierarchy of benefits.

After approval of those wishing to advertise in the lower part of the website, a link will be sent to them with a form to fill in contest, images, choice of months. Their choice should go on the calendar after approval.

What levels of membership get access to what areas of the website needs to be delineated.

Corporate members can expect to get a couple of calls to artists or announcements of exhibitions as part of their membership.

Unless an organization, show, etc. is a corporate sponsor then they can not expect multiple postings of their activity. Kim is being pushed by some to post many times about their events. Lee, Michael, Angela and Kim will get together to discuss the procedure for how to handle requests for calls for artists or exhibitions by the July meeting.

Peggy will maintain the slider on the landing page of the website.

Jury Committee Report

The Winter Jury session got off to a rocky start. There was a learning curve for entrythingy and some other problems that caused the dates to be pushed back. Despite the problems the session was completed and all new juried members notified.

Sandy has done a great flow chart that puts the process in perspective. It is very helpful and has shown some things that need to be accomplished before the next jury session.

The present membership module is not ideal for our business model. If James had a better understanding of how we did things he might have suggested a different module. There are a lot of unknowns that we will have to deal with when people start to renew for next year.

Robin needs to write an article about the juried members and give to Kim for newsletter.

We will discuss at the next meeting how we want the new membership module done by James. The membership module is pre programmable and may need to be rebuilt to handle this upgrade.

Grant Report

Michael Gaines is working on Grants. There is a current grant in to MAC for \$4000. This is the same amount we have been receiving but now will not be tied to

an event such as ArtStravaganza as in the past. It will be geared for a broader range of activities such as: Member development, E-Services, Visiting Artists, Outreach, BOMH at the Mansion, Regional Events, Website, etc.

This is a matching grant and based on BOMH's fiscal year budget which Michael will get from Don or Peggy. We can invoice for the whole amount if we have these financials.

Newsletter, Social Media Reports

Kim shared that she likes the new email blast program Mail Poet.

Our Facebook page is getting more and more people "Liking" the posts and the page.

Kim is concerned about the open rate being low on newsletter. She thinks we need to change the way it looks, make it more obvious what it is. Make it look very different from the email blasts. Sandy will help with this.

WE have 6 artists for window display at PAW Architects in Columbia, MO set for (date?). This is Danya Roselle's husband's (Eric Rosell) firm

Artists are Patty Garret, Kim Kinney (potter), Tammy Albert, Saleigh Mountain (Leather), Mary Barge (Jewelry), Sherry Phillips (wood)

Sandy Mentioned that here Son-in-law has offered a nice window space for exhibiting in his office building. She will have him send a proposal to Don.

Peggy sends Kim the info on the new members as they come in.

Visiting Artist Program Report

Nancy reported on visiting artists program. We had 7 artists do visits some did multiple visits. She requested an additional \$100 dollars to be approved for an

artist who she felt was deserving of the extra monies. This would bring the total to \$1,100 dollars that we will pay for school visits.

It was mentioned the Kim Foster, a Kirkwood teacher, would be a good resource for us when it comes to educational endeavors. She is a member of MAEA (Missouri Arts Education Association).

Regional Activities

There is an upcoming exhibition at the Lillian Yahn Gallery. Don said that we could use a few more pieces. The show opens on July 7. 10 BOMH members and 20 nonmembers have applied. There is a \$30 fee for accepted work. There will be a reception at the end of the show. The gallery will provide drinks, artists will provide food. Don will go to Costco.

Don asked for approval of award monies, no more than \$150 to come from BOMH treasury. This amount was approved by the board.

Don will email Murielle Gaither about getting something going down her way.

Strategic Plan Report

Michael and Sandy did the Strategic Plan tying it to our grant documents.

New Business

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

The next meeting will be at Lee's home in Union, MO on July 8, 2015

Minutes submitted by Nancy Koehler