



Missouri Artisans Association
Board of Directors Meeting
September 10, 2014
Union, MO

Roll Call

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

Call to Order

The meeting was called to order at 9:45.

Approval of Minutes

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

President's Remarks

Lee told those assembled about the recent board resignations. Joyce Rosen retired because of health concerns. Lanie Frick also resigned.

Lee got the survey results from the questionnaire handed out at the previous meeting. Sandy will put together a SWOT analysis using this information. All agreed that the survey was a good idea and that it will be helpful to see the results.

Treasurer's Report

Don Crozier, said that he will get a detailed spending plan to the board.

Executive Director's Report

Although Andrea was abroad at the time of this meeting and it was late at night where she was, she made the effort to be with us at our meeting. We did a modern meeting and used FaceTime on an Ipad. It worked great.

Andrea reported the Boeing Grant would be \$1000 and would be coming in probably next quarter.

She has applied for the Monsanto Grant which is a location based grant and since our event is being held at the St. Louis Artist Guild, she used this address on the application.

She spoke about the necessity of the board evaluating all of the events, ie, ArtSmart, Artstravaganza, etc., to be sure they are meeting the mission of the organization and if they should continue.

Andrea has spoken with someone at MAC who asked if the grant we applied for is the right fit for us. She will pursue the answer to this with MAC.

Both the MAC and RAC grants have been submitted. Murielle suggested that we increase our request from MAC. Michael, Murielle and Angela all are willing to help with the grants.

Several other grant opportunities are out there worth pursuing. One she talked about was an opportunity from the Mid American Art Alliance.

Andrea reported that if we can develop a collaboration with the Kansas City Art organizations it will allow us to apply for Kansas City specific grants to fund our activities in that area of the state.

Andrea is going to push a \$30 for 30 year campaign to raise funds for 2015.

We will be participating in American Craft Week. Kim Carr will be promoting the artists at Silver Dollar City that week on FaceBook.

Website News - Andrea reported that work on the website continues and is going well. Members will be able to have FaceBook/Etsy/Pinterest buttons on their pages. There will be a \$145 fee to set this up. The overall cost of the website is around \$2000.

Murielle Gaither said she understands that updating of members info will be a back office capability but that members should be maintaining their own pages. Sandy, Kim, Andrea or anyone else should not be maintaining members pages.

Juried members will be set aside as a specific group (social media group).

The question was posed about whether we want a membership directory on the website? It was suggested that we need an opt-in or opt-out box for those regular members about whether they want their information to be public on the site.

Should the directory be an online document only and be password protected? If the info is on the site all would be able to choose whether they want it to be public or not.

Newsletter update - We have a 6 month contract and are in the 2nd month with Constant Contact.

Some like the new format and some do not. The newsletter will be better next time. It looked great on the Smart Phone or Tablet but on the computer there were some problems. This was most likely a setting in the program. Kim Carr will correct and resend.

Murielle will give her info to Andrea on MailChimp so Andrea can check it out. We will be re-evaluating Constant Contact after six months.

We spoke about the problems some members are having with too frequent emails. Possibly the messages should be compiled and sent out less frequently.

Arts organizations, who are members would like us to send out announcements. This seemed to be acceptable to the board members.

Andrea said there were some problems for some members with receiving the newsletter. Murielle suggested Andrea call Constant Contact about this problem.

Andrea mentioned an idea being used in Columbia, MO as an income generator.

It is a trip sponsored by Columbia College to Ireland.

Something to think about to raise money. Start Small, maybe shorter trips to closer locations and progress from there. This could help engage our members. Angela Fowle can help us to figure this out.

Committee Reports

Visiting Artists Program

Nancy Koehler who chairs this program shared that she is working on getting artists lined up to fulfill the grant requirements for the fall Artstravaganza show. She shared that sometimes this is a challenge with school starting in August to fit into the schools plan. There are several artists who will be doing visits in October so we meet our goals and are able to receive the grant for the show.

Website - Discussed in Executive Directors report

Governor's Mansion Committee

Michael Gaines shared that everyone loves the photography show currently on display. He is thinking that after this show he will be doing a display of jewelry produce by BOMH members. Jurying will be done next fall in November, 2015.

Jury Committee

January 15 is the deadline for submission for the first jurying period in 2015. June 15 is the second deadline. One needs to be a general member for 3 months before applying for jury status.

Artstravaganza

Artstravaganza is coming along. We do not have as many participants as we would like but should be able to have a nice show. We are going to be partnering with an elementary school, Wohlwend Elementary. Several of our visiting artists have been there to give their program. Students from 1-5th grades will be exhibiting at the show. We are hoping that this will bring additional people into the show as well as encourage future artists in Missouri.

We discussed whether we want to put on this show anymore. We are losing this venue and promotions has been a problem for several years. Artists should be contacting their own lists to help bring the folks in. Andrea sent an announcement of the event to the TV Stations.

Discussion ensued continuing Artstravaganza next year. We need to know because of the grant timeline. The committee will discuss this.

It was asked about whether we think that we could include an area of exhibit for non show artists who just want to display their art work. Nothing was decided yet.

ArtSmart Conference

Kim, Lee and Andrea, the ArtSmart committee members, have been working hard to get everything lined up for our conference in March.

A theme for the conference has been decided. Celebrating 30 years!
Celebrating Artists! Celebrating you!

Several members of our group will be assisting for free which is very helpful.

We discussed sending our a survey to members which may help bring to light what most artists need and want. This should help with focus.

The committee decided on the venue which will be the Courtyard by Marriott in Columbia. It has all the rooms we will need for the event. We will pay for food, projector and participants will pay for conference fee and rooms in the hotel, hopefully they will stay in the hotel.

The speakers have been contracted with. They will be Harry Webber who is a Missouri sculptor and a member of BOMH. He has offered to do his talk for free which is incredibly generous. Harry will speak on Sunday morning.

The other speaker will be the well known artist Brian Hayes who is called a Regionalist. Brian is a painter with his work in many galleries. Brian will speak on Saturday.

Breakout sessions - Laura Mullen from RAC. Laura will talk about artists having their work in galleries and how to represent themselves. Laura will also talk about the importance of the artists statement.

Liz Tucker - Liz owns Poppy in Columbia and will talk about wholesaling from the gallery perspective. What to ask for, how to set yourself apart, etc.

We will have a panel of successful artists featuring,

Brian Mayhew - Plein Air Artist, curator for Art House in Fulton

David Speer - Painter in Columbia whose work is in hospitals and businesses.

Susan Taylor Glasgow - Glass Artist about breaking into other markets.

List Bartlett - Artlandish Gallery - Mixed Media Artist

It was suggested that the committee ask Dianne Wilson of Artist Inc. about doing a business class.

Laura from RAC is a teacher and will speak on representing yourself in the arts. She will speak 2 times. Her fee is \$200.

This will be the 30th Anniversary for Best of Missouri Hands so we will make a big deal of this anniversary.

Regional Activities

Don Crozier will be visiting the Lilian Yahn gallery in St. Charles to discuss working with them.

Michael Gaines said he will feature a BOMH artist in all the programming and literature that the Hannibal Arts Council will send out. He will create the proposal for us and will work to implement with the members of this committee.

Angela Fowles was contacted by the Liberty Squared Arts Show who would like to have more BOMH artist at the show. Liberty, MO is a suburb of Kansas City. They will regroup in November after this years show. They said that next year they will offer fee jury fee to BOMH Juried Artists.

Brian Mayhew at Art House in Fulton is interested in collaborating with us. Board member Ellen Heislen will present to their board about the possibility of Art House becoming more involved with BOMH as corporate sponsors.

FaceBook

Kim Carr reported that we have 1,341 Likes as of this date. We are doing well. Kim will email the board her report. As always Kim encourages all to send their info to her so she can report and spread the news.

Wholesale Opportunities

Don Crozier reported that there should be enough artists to have a booth at the Rosen American Made Show in Washington, D.C. The cost for the booth if all three interested artists hang in there, should be around \$250 each. Dodie Eisenhower will have her own booth at the show.

The Acre Shows have had some changes. The Orlando show has been cancelled. The Acre Las Vegas show will still go on and Kim Carr and Katherine Leventhal are sharing a booth.

Strategic Plan

This will be at the top of the agenda for the next meeting. We need to revisit this because of the time that has elapsed since it was drawn up. We need a plan of action as to who is going to be doing what to make the plan work.

Michael Gaines agreed to meet with Sandy to consolidate the Strategic Planning documents.

Sandy Kolde went over the committee Operational Process which is a plan to make it work.

Lee reiterated that we need to determine what is urgent and we need to work on it promptly.

Other

There was discussion about the Missouri Life Holiday Issue. Mike in sales said they are offering a special price to BOMH members 3x2" business size ad for \$70. Potential for larger ads if there is an interest.

It was suggested that Lee Richards and Andrea should be CC'd on all communications to keep them informed.

We talked about consolidating some of the marketing committees and working to carry out the recommendations. We need to make them more functional. Michael Gaines agreed to help the board to do this and make it actionable.

Don Crozier nominated Dodie Eisenhower as the BOMH Historian

Andrea will be back in the states on September 26, 2014.

The motion to adjourn was made and seconded at 3:00 pm

Coming meetings are November 12, 2014 in Cape Girardeau. Information will follow
and January 14 or 21, 2015.
Locations TBA

Minutes submitted by Nancy Koehler.