



**Missouri Artisans Association  
Board of Directors Meeting Minutes  
February 3, 2018 10:30 AM  
Held at Patty Muenks house, St. Charles, MO  
Next meeting March 11, 10:00am  
Lee Richards Home  
707 S. Oak, Union, MO 63084**

Respectfully submitted by Julie Bell, Recording Secretary

**In attendance**

Marcia Mendez, Lee Richards, Peggy King, Nancy Koehler, Don Crozier, Allison Norfleet Bruenger, Kim Carr, Loren Woodard, Patty Muenks, Angie Krieger, Kim Powell, Sherry Haney, Kim Foster

**Presidents Report-**

Meeting called to order 10:45

Minutes from last meeting read. A motion was made to accept, seconded and approved.

An addendum regarding member conduct and an incident occurred requiring a look at the bylaws regarding conduct to determine if any changes need to be made.

Scholarships for the ArtSmart conference -Laura Hohn, Tresa Killion. ArtSmart registration opens 2/15 ends March 31.

New ideas will be presented later today by Don Kelley.

**Vice President** - Lee Richards no current updates

**Treasurers Report**

Financials look good. We have \$50,000 in the bank. Formal report coming via email

**Events committee - Don Crozier**

\*Updated information regarding Events to follow. Updated minutes will be submitted.

Chillicothe Arts Council - event date moved to August (from Sept). They have a new Executive director. The gallery will do press releases, events on Facebook will be created. BOMH will do a call to artists and an email blast should be created separate from all other information. 3 pieces per artists is allowed. The gallery promotes by Facebook and email.

Culver Stockton Gallery - no new info. Anticipating show Nov-Dec, 2018 no firm dates to report at this time

Discussion ensued about how to reach the artists contacts.  
What are artists doing to reach their audience. Newsletter, post cards, email, etc.  
Imbed a PDF of the publication in each email sent to member for sending out  
Articles for newsletter. How to promote yourself on social media  
Create a form for people to fill out with their information to post on social media.

### **Communications Committee-** Kim, Marcia

Facebook has 2671 followers - performing well  
Newsletter - 539, 25.2% open rate

Members news, sharing state wide. People are going to the page for information  
Member only page is having good conversation

Instagram -244 posts 260 followers, analytics just installed. More data to come.  
Adding a commercial to join BOMH.

### **Grants**

Carleen has written the narrative for grant for 2019 and will be ready to mail by the end of February. Will be written or create a PDF. App no longer available for grant submission.

### **Jury Committee-** Loren, Marcia, Lee

Opened on 2/1/18. 7 submitted so far, we expect more.

Questions regarding the acceptance of Giclee as opposed to the original painting acceptable as an Art submission? not decided

Meeting regarding particulars for jurors. Looking at the wording for jurying. To be done by committee. Next jury session in July.

### **Visiting artists** - Sherry Haney, Kim Powell, Allison Norfleet Bruenger

14 visits scheduled with 5 more possible. Allison, Kim working to streamline the process. Photos of the event are requested. Teachers take photos of the project to submit to use for publicity. We want photos for social media.

Water-color artist Linda Green-Metzler will have an event that will be publicized. Access the news footage and use to attract other schools.

There is growing interest in the program. And will be possibly asking for more grant money in the future. A separate grant could be added for visiting artist.

Each artist should speak about BOMH and their art. This is a great Juried Member benefit

### **New Business**

Nancy shared that she is familiar with an organization of alcohol ink artists that post instructional videos on line. She thought it might be interesting if we could try to use this as a professional development tool for BOMH. We could have artists do videos on different medium to be posted on a site like YouTube or secure site like Craftsby.com .

Members would have access to them for free, could charge for non-members. Depending on where they are posted they may or may not be interactive. She asked for some people to volunteer for an ad hoc committee to investigate and further develop the idea. These people are on the committee Julie Bell, Allison Norfleet Bruenger, & Sherri Haney. We changed the name to **Educational Development Committee**.

### **Old Business:**

- Peggy will report on the By Laws revisions for board approval. Revised a few more places in the By Laws including the code of conduct. Board approved revisions and Patty M will continue to investigate the correct wording for code of conduct.
- Peggy presented membership benefits it was proposed & approved
- Peggy said that she is having problems getting stickers that were of good quality so she started ordering them from a company in Canada. They have \$5.00 per 100. There has been an increase in price due to tariffs incurred on shipping costs. She would like to increase the price. Price increase by \$2.50 was proposed. It was approved by the Board to make stickers \$7.50 per 100. The Board agreed it was still a good price over all.
- Nancy is proposing that BOMH become an Arts Organization Member of the Missouri Citizens for the Arts. She would like a vote on this. There was a motion made to accept, it was seconded and all approved. The fee will be based on our yearly budget and would probably be around \$100

### **Don Kelley - Presentation**

Tamarack (<https://www.tamarackwv.com>) is a cultural center in W. Virginia – this was developed this complex that houses a plethora of different spaces including artisan gift shops, conference center, fine arts gallery, theatre, culinary arts all with the purpose of highlighting W. Virginia’s art culture. Thought it would be good to have something similar to Missouri Artists and maybe BOMH could be a driving force behind this. He feels that

funding should not be an obstacle to making a dream happen and he can be the team leader that can bring all elements together to start investigating and planning.

Need a business plan before funding can happen so that would be the first thing.

Peggy said she, Danita Woods and a major developer were investigating the possibility of this in 2010 but nothing ever came of it. She said it would be good to pull Danita in to this endeavor given her connections and her history with BOMH.

We need to pull in different art & civic groups to join with us in creating something. Peggy will ask if Danita would like to get back into this endeavor. Nancy will give him info on people to connect with i.e. Michael Gaines, Danita Woods. Lee offered to help in some way yet to be determined.

### **Gallery Space for BOMH members**

Nancy spoke about the possibility of utilizing a space at Chesterfield Mall next to Stone Soup galleries. It might be a place for BOMH artists to sell work at a discounted space fee. The management company is willing to pay the utility fees and do some upgrades in order for the gallery to make use of the space. Therefore the rent should be relatively inexpensive. Details are not available as this is just in the talking phase and nothing is finalized but she wanted to see what the board thought. It was felt it would be a good thing to investigate and for her to report back.

### **Conference update discussion:**

Kim Foster will have sketch books, art pencils, etc. She will take anything people have, coupons are welcome, etc.

Carleen Johns is doing bags for attendees as registration giveaway – will put other things inside. Peggy has procured 50 key chains created by Don and Blenda Marquardt to put on bags. She can get more if we need them and will design an informational tag.

Patty is doing a “goody bag”.

Angie K. is acting as the hotel liaison

- She will check into having registration in the lobby instead of by frolic room so it will be more visible. If that is not possible then there will be a sign with a person directing where to go. We will sell Juried Member stickers and other stuff upstairs instead.
- Will ask about availability of board meeting room for 12 on Saturday
- Will check to see if we can use Galley breakfast area for new member orientation meeting
- Check on extra room for storage of artists donations because we don't have main conference area until Saturday.

Lee will talk with Connie Copley about table décor, cost and ideas – will need some type of system for giving them away.

Lee will get copy to Peggy regarding Art Raffle, Beast & Hospitality Room.

Peggy is getting together a list of what corporate members can sponsor with donation amounts. Lee will give to Angela W. who has volunteered to call or send packets.

Meeting adjourned at 4:00 pm

Next meeting is a conference meeting

# ArtSmart 2.0 – 2018 CONFERENCE WORKSHEET

## Version 7 – February 10, 2018

Friday, April 13, 2018

- Noon Board Meeting – lunch  
Location: Columbia Room, #206
- 2:00 – 6:00 Registration Opens – Michael G., Kim P. & Julie Bell  
**Angie K will check with hotel if we can put registration table in Lobby. If not, put warm body in lobby to direct folks up to Frolics room. Will need warm bodies to move Beast & Art Raffle items to where ever they are going to be stored for the night, regardless of where we set up collection on Friday night. We can use a hotel cart to move the items, just grab whatever members are around to help.**  
BOMH Gear Sales Open – as well as during breaks on Sat.- Peggy  
Maps of CoMo/Guided Walking Tour Info available  
  
Gallery Hop/Dinner – on own - Don C.  
*What other galleries – CAL? Poppy? Orr Street Studios, Etc? – Don will look into and plan options for delegates to do on own*  
  
Kim Carr volunteered to organize Guided Walking Tour of Galleries which Andrea Jira offered to guide.
- 3:00 – 3:30 Orientation for New Attendees & New Members – Kim C.  
Location – Bar area? Galley Restaurant? Angie K pls. verify
- 4:30 - 6:30 Bluestem Welcome Reception @ Bluestem – Don C.  
*Don working on this with Bluestem (Sandy Litecky)*  
*Don will get contract with MoX for shuttle service*
- 4:00 – 9:00 Hospitality Room Open – Lee, Julie Bell assist - plan & manage HR  
Location: Premier Room – Angie K – Room #?  
This is a guest room, so we should not have to vacate before 11:00 am Saturday and should be able to get in by 3:00 Friday, if not earlier for set up.
- 7:00 - 9:00 Friday Night Frolics – Patty M., Kim C, Lee  
Columbia Room, #206  
Room for 6 tables - rounds. \$100 stipend per frolic leader  
Frolic leaders may set up once room is cleared from Board Lunch – Angie K confirm.  
Videos/FaceBook Live of frolics to post on line? Julie Bell & other photographers  
1. Lisa Palmer – quilling

2. Sonya Nicholson – origami
3. Sherry Haney – art journaling
4. Loren Woodard – woodcarving
5. Patti Muenks – collaging
6. Carleen Johns – round robin painting

Saturday, April 14, 2018

*Breakfast on own – The Galley offers free hot & cold breakfast options for guests of the hotel  
All day coffee/tea/water/soda service in General Session room. Snacks mid-morning*

- 7:00 Registration Opens – **Kim P & Marcia M & Julie Bell**  
Location: Hallway outside Salon A  
BOMH Gear & Mug Sales Open – open during breaks – **Peggy**  
Offer Village Pewter Snowflakes for sale w/write up about the former Juried Member Studio (I can do this on a commission basis for Blenda)  
**Will need warm bodies to help move Beast and Art Raffle items from storage to Salon A as early as possible Saturday morning and set the items out for viewing. Tables in Salon A needed for this.**
- 8:00 – 8:30 Welcome and Introduction – **Nancy** (**Peggy** will Provide a script for Nancy)  
Location: Salon A
- 8:30 - 9:45 Keynote Speaker Terry Hinkle – *Beyond Being Creative*  
**WiFi? internet?** –**Nancy** **Angie K** – check into WiFi for Terry  
We have signed contract, bio, photo
- 10:00-11:45 Breakout Sessions (**Kim C, Julie B**)  
*water service in rooms*  
**Angie K – Double Check with Kim re: AV requirements** I think \*\* means projector & screen?

<b>MORNING SESSION 10:00-11:45</b>	<b>Location</b>
<b>Marketing Tips (Instagram/Facebook/Etsy)</b> Marcia Menendez, Allison Norfleet-Bruenger, Marcia Whitt **	<b>Pines Room #212</b>
<b>Staying Organized with a Travel Journal</b> Sherry Haney	<b>Salon A – 1<sup>st</sup> Floor</b>
<b>The Value of Continued Education</b> Lanie Frick - 2017 PDG Recipient**	<b>Lewis &amp; Clark Room - 1<sup>st</sup> Floor</b>

Noon-2:00 Lunch – Catered by Hoss’s

Location: Salon B

BOMH Membership Meeting (Peggy will Provide a script for Nancy)

Jury Certificates - Peggy

Professional Development Award - Nancy

*Allow time before and/or after for members to socialize / network  
Board members should mix up with different tables to encourage  
interaction/discussion*

2:15 - 4:00

Breakout Sessions (Kim C, Julie B)

*water service in rooms*

Angie K – Double Check with Kim re: AV requirements I think \*\* means projector & screen?

AFTERNOON SESSION 2:15-4:00	Location
<b>Plein Air is Not For Sissies</b> Lorraine McFarland **	<b>Pines Room #212</b>
<b>Staying Energized</b> Angel Brame	<b>Lewis &amp; Clark Room - 1<sup>st</sup> Floor</b>
<b>Strategies for the Seasoned Artist Roundtable</b> facilitators: Carol Knox & Angela Krieger	<b>Salon A – 1<sup>st</sup> Floor</b>

4:00 – 5:00

Mock Jury – Kim C., Don C. AV

Location: Salon A

Diana Moxon & Lorraine McFarland

Lee will request submissions after registration and use Entrythingy to receive images.

5:00 - 6:00

Terry Hinkle “Take Away”

Location: Salon A

Closing Remarks – Nancy (Peggy will Provide a script for Nancy)

## OTHER CONSIDERATIONS

- **DONE:** Mail out – Save The Date post card by November 1. Allison – create, (Lee - use Kelly Direct for print/mail – 314-773-1616) **(need invoice for postage still)**
- **DONE:** Registration timeline. Early Bird Discounted Registration Feb 15 – Feb 28. Registration Deadline March 31. Registrations will be done on line via BOMH web site & PayPal – Peggy



- **APPROVED:** Registration fee: \$125 early, \$140 after early, \$180 non-member (includes General Membership)
- Registration Gift: **Carleen** will screen print canvas bags w/logo in blue. Inside bags:
  - Pewter key chain. Village Art history on business card blank with one hole to hook onto key chain to attach to tote bags (**Peggy** has 50. May get more from Blenda)
  - Missouri Life magazines (**Don** will check with ML)
  - Corporate Member Sponsorships - **Angella Walleman** will contact
  - Goodie Bag with candy – **Patty M.**- Candy. **Peggy** will bring merchandise bags
  - Pencil – **Kim Foster**
  - Sketch books - **Kim Foster** ¼ page sponsor ads deadline March 20
- **DONE.** ArtSmart Scholarship Committee – (**Nancy, Kim, Lee**) Deadline for receipt Jan 31 (Policy available on BOMH Board Member Web Site under Board Handbook) Total of \$500 to be shared among recipients, but only up to max of registration amount each. *Two applications received, each will receive the full cost of registration.* Nancy - Notify recipients
- **DONE:** Professional Development Grant Committee – (**Marcia, Nancy, Kim**) Deadline for receipt Feb. 15 (Policy available on BOMH Board Member Web Site under Board Handbook)
- **DONE:** Prepare website for registration process and receive registrations – **Peggy**
- Art Raffle - **Lee R** will send notice to membership asking for them to bring a piece of art. **Peggy** will bring tickets. Ticket Sales – **Kim P, Lee R, Michael G.** beginning at Frolics
- Beast of Missouri Hands – **Kim P, Lee R, Julie B.** **Peggy** has sign/bucket???
- After Conference Evaluations – Place on tables after lunch Saturday – **NOTE: just saw that we go directly from lunch to breakouts – not back to General Session room till 4, at which time we will have lost many. How should we handle?**
- Slide show to play during breaks – **Kim C**
- All Membership Directory – Board decided that directory can be printed on regular paper and included in packets. Also include Sponsor logos –**Peggy K**
- Conference Budget – **Peggy King**
- Conference Photographers/Facebook, Facebook Live, “Man on the Street” live FB interviews? Linked-In Communications/Post Photos during/after conf. **Marcia M, Kim C., Allison**
- Hotel Liaison –**Angie K/Peggy**
- Name Tags – **Peggy**
- Conference Folders – Conference Info, Member Directory. What else should be included?
  - **DONE:** Break Outs Flyer (**Peggy**)
  - **DONE:** Frolics Flyer (**Peggy**)
  - Conference Schedule (**Peggy**)
  - CoMo map/brochure/Guided Gallery Hop info (**Don/Kim**)
  - List of Sponsors (**Peggy**)
  - Update Jury Info Sheet (**Peggy**)
  - Business Card (**Peggy**)
  - Order Rack Card (**Kim**)
  - **DONE:** BOMH Gear flyer (**Peggy**)
  - Update BOMH Programs summary (**Peggy**)
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- Speaker Gifts – BOMH Mug filled with IBNuts? **Peggy**

- Conference Misc. Supplies – Peggy has bins, Don C says he has another bin and some banners
- Thank you notes after conf – Peggy, Nancy
- Lunch Table decorations – Flower arrangement in BOMH mug. Lee will choose method of awarding centerpieces. Lee will work with Connie Copley re: the flower arrangements.
- Solicit Sponsorships – Angella Walleman will contact Corp. Members regarding possible sponsorships, as well as possible items for Registration Packets. Deadline to insure inclusion on conference promotions, March 20. **DONE:** Peggy will get Lee breakdown of possible sponsor levels, events & amounts
- Large poster for General Session with Sponsors/Logos listed and Large poster for Lunch Sponsor/Logos (if we have one). Smaller, table top sponsor signs at appropriate events – Allison Peggy will provide Allison with list of signs needed by April 1. Angie – we will need easels for these large posters.
- LCD Projectors/Screens. Angie K. confirm with hotel if installed systems in break out rooms too? Do we need to bring our LCD and screen? Are there tech questions we need to ask?
- **DONE:** Secure room & lunch for Board Meeting Friday Noon Angie K
- Flip chart & markers– Peggy has. Angie K. secure easel that will accommodate flip chart for Seniors roundtable
- Guest Room Block of 40 rooms Friday Night. Angie K – report status
- Reserve guest room for speaker & hotel liaison – Angie K

**For Information Only.** This year it will not be needed (except for the keynote speaker), but Board should be aware of this policy and it will be included in Handbook revision.

Excerpt from March 2010 Board Minutes:

Discussion followed on proposal for how many rooms to budget for in the conference cost.

Vic Barr moved that a new policy be instituted for future ArtSmarts whereby 4-6 rooms be guaranteed with the venue and included in the conference budget. The rooms would be for the speaker, Conference Chair, Executive Director, and Hotel Liaison. These three members must attend and work at the conference, and the Board feels they should not have to pay for their guest room. Valerie Bashaw second. All approved. A formal policy will be written codifying this