



**Missouri Artisans Association
Board of Directors Meeting Minutes
Sept 30, 2017
10:00 AM
Lee Richards Home, Union, MO**

Respectfully submitted by Lee Richards, Recording Secretary pro tem

Next Meeting Sunday Dec 3, 2017 at Stone Soup Gallery in Chesterfield Mall

Present: Kim Carr, Don Crozier, Michael Gaines, Carleen Johns, Peggy King, Nancy Koehler, Marcia Menendez, Lee Richards, Allison Norfleet-Bruenger, Kim Powell, Patty Muenks, Julie Bell

(represents all items that have material referenced at the end of these minutes)*

President's Report: Nancy Koehler

Called to order at 10:20 and proceeded with introductions for new board members.

Meeting minutes were read. A motion was made to accept, seconded and all approved.

Lanie Frick received the first professional grant and presented at our annual meeting in March. It was said that as recipient and as part of the grant stipulation, she needs to write an article newsletter on her experience.

Vice President Report:

Lee noted that we had a change in the way we did our voting for the slate of board members. We used a website www.ElectionRunner.com. The process for creating account and setting up the vote was pretty user friendly and cost us around \$45 dollars. Cost is based on the number of voters. The board agreed it was easy to do and looked professional so will probably continue in the future.

Treasurer's Report: Don Crozier

Don handed out the 2018 proposed budget* with the additions of Professional Development, 2018 Conference, and \$1,000 for future tech expenses and \$1,000 for Advertisement.

We have a bank balance of \$30,000 + in funds in the bank.

It was moved that the board accept the amended budget, it was seconded and all approved.

Events Committee Report: Don Crozier, Loren Woodard

- **Autumn on the Bricks** - Fulton, MO is Oct 14. Don will put up a tent and anyone is free to come and join him. BOMH member Bob AuBuchon will be there so he may help.
- **Chillicothe Arts Council**– (Northwest region) Don and Kim Carr picked up art work to take to this year's show. Don contacted them about future shows and the timing for fiscal year reporting. We are planning to do a show for 2018. They will have the show concluded by June 15 so it can be included in the end of year invoice/budget.
- **Missouri Life** - Danita Woods Don will touch base with her in the next couple of weeks. Will ask her if she would like to be a part of Chillicothe arts Council in some capacity. Would like to invest more time in deepening our relationship with Missouri Life building on our past history with Danita and the publication.
- **Culver-Stockton College Art Gallery in Canton, MO** – Don talked with Debra Scoggin-Myers who is gallery exhibition director at Culver-Stockton College Art Gallery. Don talked with her. We have a time frame for an BOMH exhibit during November – December 2018
- **KC opportunity** – Cathy Kline Gallery - Cathy Kline is director , Darla Zook a juried painter who contacted us about partnering with the gallery. Don emailed Cathy Kline and hasn't had a response but she may be involved in an event and too busy to respond. He will try again soon.
- **Boone Historical Society** would be good contact for an exhibit. They had mentioned interest after our annual meeting that was held there.
- **The Art at Des Peres Hospital** - Hospital is no longer continuing this program due to cost cuts. This past spring show is the last one.

Grants Committee: Carleen Johns, Michael Gaines

Thanks to Carleen we received \$4,032. We can invoice early, as soon as we reach double the grant amount (\$8,064) to ensure we receive the awarded amount and avoid any potential cuts to the MAC funds. Interim report was completed by Carleen, Nancy signed and it was submitted. Thank you letters have been sent to legislators with the attached interim report.

Carleen or someone needs to follow up with Angela W about sources for funding she was going to research.

Communications Report: Kim C. & Marcia

Newsletter/Social Media

Newsletter - Kim reported we have 524 subscribers for the newsletter with 25% open rate. She needs articles.... If you are at a show send pictures of show with dates and other info.

Kim asked if Nancy would write a President article – for newsletter.

By the end of December send pics and bio to Kim for board members for newsletter.

Facebook - We have 2611 followers on Facebook.

Kim will clean up the BOMH member's only page to make sure they are all current members.

Instagram – Marcia has been trying to increase visibility and encourages us to go on and like images on BOMH Instagram acct. She asked if we could put a link to Instagram on website to make it more visible and user friendly. Marcia says we 212 followers on Instagram trying to promote shows that are coming up. She has helped several BOMH members Instagram account.

She has just posted pics from newly juried members. Currently we have 178 likes.

Sam Davisson saw the sign at the Mansion that explained about BOMH and gave our mission statement and wanted to have permanent signs like at Silver Dollar City in the area that they have booths. Kim did some research and found that our member Lanie Frick has a graphic design company who could do this for us. She will do 4 for \$49 or 6 for \$46 metal signs that will look similar to those at the mansion. They will include our logo and Mission statement. Don made a motion to order the signs, Allison seconded & all approved.

Jury Committee Report: Nancy Koehler

Kim C. sent out a reminder of jury session in early February, dates to be determined. Reminding people they have to be members 90 days prior. Loren will be the chair; Lee & Nancy will help him.

Visiting Artists Report: Nancy Koehler

Kim P and Allison Norfleet-Bruenger have said they will help with the visiting artists program.

Kim C put out in the newsletter as a call for artists and put her email address at the respond to address. They need to respond via email not on FB page to make it easier to keep track of who responds.

Kim P asked if the artists who are visiting giving pics and a short write up as part of their visits. She said that reporting on how many kids and their experience, etc. is part of the process. If she knows the teachers she can follow up with them for an article but she doesn't know all of them. These would be good for the newsletter too.

New Business:

Membership Committee-

Patty Muenks agreed to be the membership chair. She will form a membership committee if needed. Her position would entail sending out a welcome letter, postcards, etc. to new members and newly juried members. She would let them know a few important details about BOMH thus making applying a more personal experience. Peggy will send language for a welcome letter to Patty.

It was suggested that she follow up with a card in 6 months after sending the welcome letter to new members just to touch base. Peggy said there were not that many postcards left so she will order more.

Allison asked if there was a way to ask about applicants/members social media presence during the application process. Peggy said she will see what it would take to do that.

Kim said they will send out an email blast to all members to ask if they could send us there info on their social media sites so we could engage as many as possible in the social media aspect of our organization.

Kim C suggested that we contact all new members in the past 6 months. She will send out an email blast to all members to send her info all social media accounts that they have so we can start to build solid Social media environment for members. Kim will help Patty and Marcia.

Membership Continuity

There was a discussion about how to keep up with members whose membership had lapsed. It was determined that it would be too complicated and enabling some juried artists to procrastinate and not utilize the subscription option for their renewals. There were others that might be having trouble with renewing for other reasons and these could be reviewed on a case by case basis to determine the best course of action. Lee suggested using a PayPal invoicing if that would help. Peggy would look into that.

By-law revisions

Peggy discussed the changes she proposed for the by-laws. The board reviewed & discussed prospective changes. Peggy will revise and bring back to board for approval.

Due to time constraints the Peggy's proposed membership changes will be reviewed at next meeting.

BOMH Conference – Peggy agreed to be Conference chair for 2018 and Angie agreed to be co-chair

Peggy came with a schedule/tasks* and possible sessions. She asked board members help with tasks and a lot of the areas are covered. The breakout sessions need to be determined and arrangements made to secure the people to lead them.

Next Meeting December 3, 10:00 a.m., at Stone Soup Gallery in Chesterfield Mall

Missouri Artisans Association Financial Report Sept 2017

Proposed FY 2018 Budget

Income

| | |
|--------------------------------|--------------------|
| 2018 Annual Conference | 10157 |
| Events Income | 500 |
| Donations Received | 500 |
| Grants Received | 4500 |
| Jury Application Fee | 500 |
| Membership Dues | 20000 |
| Member Gear & Sticker Sales | 500 |
| Misc. Income | 100 |
| Professional Development Grant | 500 |
| Total Income | \$37,257.00 |

Expense

| | |
|--------------------------------|--------------------|
| 2018 Annual Conference | 9975 |
| Professional Development Grant | 500 |
| Contract Services | 12000 |
| Technology Allowance | 1000 |
| Dues Expense | 100 |
| Insurance - nonemployee | 1485 |
| Legal & Accounting | 50 |
| Licenses & Registration | 50 |
| Exhibits Expense | 500 |
| Events Expense | 1500 |
| Meeting Expense | 500 |
| Member Gear & Sticker Expense | 1000 |
| Postage and Delivery | 200 |
| Printing and Reproduction | 100 |
| Visiting Artists Fees | 2000 |
| Other Miscellaneous Expenses | 1000 |
| Website & Newsletter Expenses | 2500 |
| Bank/PayPal service fees | 500 |
| Jury Expense | 200 |
| Supplies | 200 |
| Advertising | 1000 |
| Total Expense | \$36,360.00 |
| Fund Balance | \$897.00 |

ArtSmart 2.0 – 2018 CONFERENCE WORKSHEET

Version 2 – Oct 3, 2017

Friday, April 13, 2018

- Noon Board Meeting – lunch
- 2:00 – 6:00 Registration Opens – **Michael G., Angie K.**
BOMH Gear Sales Open – as well as during breaks on Sat.- **Peggy**

Gallery Hop – 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
- 3:00 – 3:45 Orientation for New Attendees & New Members – **Kim C.**
- 4:30 - 6:30 Bluestem Welcome Reception @ Bluestem – **Don C.**
Don will contact and work on this with Bluestem (Sandy Litecky)
How to get delegates there? Rent a bus?
- 4:00 – 9:00 Hospitality Room Open – **Lee R. will plan & manage HR**
- 7:00 - 9:00 Friday Night Frolics – **Patty M., Kim C, Lee R**
Will plan and manage Frolics
Lisa Palmer – Quilling??
Sonya Nicholson – Origami??
Artist Trading Cards? – Abundant Love (painting rocks)?

Saturday, April 14, 2018

Breakfast on own – The Galley offers free hot & cold breakfast options for guests of the hotel

- 7:00 Registration Opens – **Angie K & Marcie M**
BOMH Gear Sales Open – open during breaks - Peggy

| | |
|-------------|--|
| 8:00 – 8:30 | Welcome and Introduction – Nancy |
| 8:30 - 9:45 | Keynote Speaker Terry Hinkle – <i>title of presentation? Bio/photo- Get signed contract- Nancy</i> |
| 10:00-11:45 | Breakout Sessions – see below |
| Noon-2:00 | Lunch (nicer than usual since no dinner) BOMH Membership Meeting Jury Certificates Professional Development Award <i>Allow time before and/or after for members to socialize / network</i> <i>Board members should mix up with different tables to encourage interaction/discussion</i> |
| 2:15 - 4:00 | Breakout Sessions – see below |
| 4:00 – 5:00 | Mock Jury – <i>Kim C., Don C. AV</i> Maggie McCarthy? Diana Moxon? Jaude? Use Entrythingy to receive images? |
| 5:00-6:00 | Terry Hinkle Wrap Up (<i>Title of Presentation? - Nancy</i>) Closing Remarks - Nancy |

BREAKOUT SESSION TOPICS – *Kim C, Julie Bell*

Need photo/short bio for all presenters

How many rooms avail. Concurrently?

- Getting in to Galleries – Sarah Meredith from Framations Gallery, Bluestem (Sandy Litecky would be the contact there).
- Wholesale vs direct sales vs consignment – Dodie Eisenhauer, Gail Crozier?
- Taking your own photos for website & promotional materials – Alison thinking about
- Social media and other platforms for marketing – Kim C., Marsha M.
- Using Etsy (Marcia Whitt?) , Ebay, Amazon, etc.
- Getting out of a Slump, Disaster Preparedness for Art Shows & Home Studios – Angel Brame
- Lorraine McFarland – Plein Air is Not for Sissies
- Terry Hinkle – Alternative Marketing

OTHER CONSIDERATIONS

- Conference Theme / Title
- Conference Logo Contest – no interest, so we won't do
- Mail out – Save The Date post card by November 1. *Allison – create, (Lee - use Kelly Direct for print/mail)*
- 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*
- ArtSmart Scholarship Committee – *Kim C.* 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.
- Professional Development Grant Committee – *Nancy Appoint.* Deadline for receipt Feb. 15 (Policy available on BOMH Board Member Web Site under Board Handbook)
- Prepare website for registration process and receive registrations – *Peggy*

- Art Raffle - Extend to Frolics to encourage participation? - Lee R
- Beast of Missouri Hands – Kim P, Lee R, Julie B
- After Conference Evaluations – Place on tables after lunch Saturday -
- 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 – Angela K and Peggy K
- Conference Budget – Peggy King
- Conference Photographer – Kim C, Allison, Marcia M
- Conference FB, Linked-In Communications/Post Photos during/after conf. Marcia M, Kim C.
- Hotel Liaison – Peggy
- Name Tags - Peggy
- Conference Folders – Conference Info, Member Directory. What else should be included?... paper pads, pensKim P?
- Speaker Gifts – BOMH Mug filled with goodies? Peggy
- Conference Misc. Supplies – Peggy has bins, Don C says he has another bin and some banners

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