

**Florida Craft Art  
Board of Directors Meeting (Zoom)**

**October 22, 2020**

Board Members Present on Zoom: Mark Anderson, Kimberly Cummings, Michael Graham, Kathryn Howd, Helen Igar, Tyler Jones, Claudia Larrian, Dana Maley, John Mascoll, Duncan McClellan, Taylor Robenalt , Stacia Schrader and Lara Shelton

Absent: Bob Devin Jones, David Ramsey, Don Strobel

Staff present: Katie Deits

**Tyler Jones** called the meeting called to order 4:34 p.m.

**Good news:**

- FCA was awarded two awards from *Creative Loafing*, Best Handmade Gallery and Best Exhibition of Public Art. Thank you to Kathryn Howd for her leadership in executing "Inside the World of Public Art.
- Raymond James is considering a \$5,000 sponsorship
- Congratulations to Liz Rogers on her marriage to Simon Cooper. Board will take a collection for a gift.

**Approval of September Minutes**

1. A motion was made by Kimberli Cummings, 2nd by Mark Anderson was made to approve the minutes All those present voted to approve the motion.

**Finance Committee -Helen Igar**

- Reminder that September 2020 is the last month of the fiscal year
- Consignment sales have grown since June, Katie presented a graph of incline
- \$14,000 in development income, Keith Bucklew and Mark Anderson for exhibit, \$7,000 State grant
- Net loss for the current month approx. \$5,800 before depreciation
- \$231,000 in the bank, cash projections out to June 2021 with very conservative gallery sales and outstanding monies that could come to fruition. \$62,000 in the bank in June 2021.

**Governance committee: Dana Maley**

- Dana Maley reports that three nominations will receive potential board packets.
- All communication to potential board members with the President, Executive Director, and the nominating board member included.
- Governance Committee will work with recommending board member for a very expeditious of follow up with potential board packet

- Tyler=Starlett, Mark=Elizabeth, Katie=Bridgette
- Mr. Jones asked the board to continue with warm leads for boards

### **Florida Craft Art Festival (CAF)- Kathryn Howd**

- Ms. Howd reports the CraftArt Saturday's, Craft with a Twist, will be on Saturday, November 21 and Saturday, December 5
- 30 Artists, 63 Emerging Artists who applied for Craft Art Festival have been selected
- Volunteers will receive masks this year instead of t-shirts
- Collectors will receive a call from Claudia Larrian as follow up to becoming Award Sponsors
- David Ramsey volunteered to do an outdoor party in January
- Volunteers needed
- Rhonda Sanborn will be local that weekend and will help, along with Danyell.
- Mr. Jones suggested working with the high school groups we worked with last year

### **Marketing Committee:** Michael Graham for David Ramsey

- Two goals, revamp of website and develop zoom tours with artists
- Committee will have two sub committees
- Committee will develop an RFP to send out to creative marketing folks
- Limbo on Zoom project with collectors, we need a volunteer to lead Zoom meetings for calls for sales, artist gallery tours and collectors tours

### **President's Report** – Tyler Jones

- Ms. Deits is working on the annual appeal, goal of \$9,000
- Volunteers needed for membership drive, phone calls and at Craft with a Twist
- Proposed Zoom Holiday Party
- Board Meetings for 2021

### **Executive Director Report**- Katie Deits

- Referenced small items that can be referenced in report sent to board
- Recently achieved Gold Star status for Guidestar; working on the final level of Platinum
- Please review PowerPoint from Annual Meeting

No new business.

Tyler Jones adjourned the meeting at 5:50.