

**Florida Craft Art
Board of Directors Meeting (Zoom)
September 23, 2021**

Board Members Present on Zoom: Mark Anderson, Kimberly Cummings, Kathryn Howd, Michael Graham, Bob Devin Jones, Tyler Jones, Dana Maley, Duncan McClellan, Elizabeth Reilinger, Stacia Schrader, Lara Shelton, and Don Strobel

Absent: Helen Igar, Starlett Massey, John Mascoll, David Ramsey, Taylor Robenalt

Staff present: Katie Deits

Tyler Jones called the meeting called to order 4:33 p.m.

Good news:

Good but bittersweet, Bob Devin Jones' board term is up. Tyler Jones gifted on behalf of the board a ceramic bowl and cookie jar to thank him for his service to the board and the arts community as a whole.

Thank you to Duncan McClellan for sponsoring the Kids' Activity Tent and Emerging Artists for the 2021 Craft Art Festival. Also thank you to board members Kathryn Howd, David Ramsey, Michael Graham, and Tyler Jones for their Emerging Artist sponsorships.

Florida Craft Art has secured Red Apple as Premier Sponsorship \$10,000 and Tricera will support Craft Art Festival \$5,000 for the 2021 CraftArt Festival.

We also have good news of receiving the City of St. Petersburg grant of \$12,500 with a good score of 93.5. We also received \$4,400 from the State of Florida with a score of 95, third highest in the State in our category. Thank you to Katie Deits and staff members Doris Conner and Janie Lorenz for all of their hard work putting together these grants.

Approval of minutes for July 2021 minutes: Motion to approve Kathryn Howd; Second Mark Anderson Minutes approved.

Finance Committee: Mark Anderson

ReCap: Financially we have had a tremendous year. Our Reserve Account has \$232,000, Money Market \$122,000, Operating cash \$44,700. This solid cash position is driven a lot by consignment sales. Our sales have recovered a lot faster than our predictions and conservative budget forecasting. September is usually lower but this month we are at \$29,000 this month.

We have done really well with securing grants and we received a \$66,000 bequest. Sponsorships are up as well putting the organization in one of the best financial positions it has had in its history.

Mr. T. Jones asked if there is anything the board can do to help anymore? Mr. Anderson suggested the board help with memberships and planned-giving.

2021-22 Budget Review

This is a stretch budget consignment. The board will see a change in the amount of revenue we expect from consignment sales. Expected Grant revenue is expected to increase from \$59,000 to \$94,000, sponsorships from \$26,000 to \$50,000.

Administrative costs will increase some is due to salary increases and we have a new part-time hire, Elizabeth Neeily. Building cost upgrades and repairs are expected to be greater with some upcoming projects. The Exhibitions budget will increase from \$62,600 to \$109,000 due to more exhibits and a better appropriation of staff time.

Don Strobel questioned the increase in the education budget. Mr. Anderson noted the 65% of the new hire's salary will be in the education budget. Ms. Deits said the finance committee moved a portion of her salary into the salary in education to better appropriated to help with funding opportunities.

Kathryn Howd asked about the development expenses decrease. Ms. Deits said she will need to check with Bookkeeper, Doris Conner. Ms. Howd noted she did not recall a reduction of efforts or budget being discussed in the Finance Committee.

Mr. Anderson is worth noting the change of fiscal year to a calendar year. The Finance Committee is requesting this change and asking for a vote to accept a three-month budget to the end of 2021 and changing the budget to start January 2022. Ms. Howd reminded everyone that we will need to change our by-laws for the budget change. Ms. Howd suggested we present a bylaw change once we have several items ready for a vote.

Motion to put forward and approve the budget as submitted as presented for 2021-2022: Dana Maley.
Second Mark Anderson. Board approved

Florida CraftArt: Kathryn Howd

The Emerging Artist program has been a widely successful in the example of Tyler Quintin, a ceramic artist who is getting national attention now. We need two more Emerging Artist sponsorships due to the large amount applications we have received. We grew from six emerging artists to eight this year. We also need a few more Collectors' Circle Sponsorships.

Kimberli Cummings noted the success of Tyler Quintin. Mr. Anderson will sponsor an artist for CraftArt Festival.

Discussion of having a previous Emerging Artist come back and talk to new Emerging Artists.

Ms. Howd stressed the need for volunteers. FCA will have a board booth to support membership and give information on Florida CraftArt.

The awards ceremony will be different this year. We give cash awards to artists during a presentation. We will have the awards presentation on Sunday morning, instead of Saturday night. We want to create a fun breakfast environment.

Mr. Strobel asked about returning back to in-person board meetings. Small discussion of when in-person vs. hybrid model. Moved to a new business. Mr. T. Jones tabled the discussion to new business.

Strategic Planning Committee: Tyler Jones

Mr. T. Jones presented the Strategic Plan, a three-year overview for discussion. The plan is sustainable and doable by the staff and board. This plan keeps artists at the forefront with aggressive goals.

FCA STRATEGIC PLANNING SUMMARY OF GOALS for Three Years 2022-2025

- **Goal One:** Increase the Number and Engagement of FCA Artists
- **Goal Two:** Expand FCA's Membership Base
- **Goal Three:** Increase and Diversify FCA's Revenue Base
- **Goal Four:** Maximize and Enhance FCA Assets
- **Goal Five:** Strengthen Governance and Infrastructure

Mr. Anderson assisted in the presentation with discussing goals three-five and the type of funding diversity needed, proposing mindful questions about our building as an asset.

Board members are asked to provide feedback to Elizabeth Rellinger by October 15.

Governance Committee: Dana Maley

Dana Maley presented Kimberli Cummings and Mark Anderson to be appointed for a second term and Kathryn Howd special appointment for a one-year term.

Motion: Propose that we accept the three board members, one special appointment: David Ramsey
Second Michael Graham

Mrs. Maley presented the slate of officers for the upcoming years .

Motion: I move that we accept the slate of officers as presented by the governance committee:
Elizabeth Rellinger and Second Mark Anderson. Board Approved.

Ms. Maley did a call for board member committee membership. Reiterated that each board member must be on a committee.

Executive Directors Report - Katie Deits

Please read and pay special attention to the hard work of the staff. Welcome to Elizabeth Neily, she is very creative with a lot of talents to support the FCA mission.

We are down to 17 volunteers; we are usually at 40 volunteers a month. Ms. Neily will help in the gallery when necessary.

Thank you to each of you who came to the preview of "Environmentally Engaged." Ms. Deits recapped all of the outstanding programming of the exhibit. This is deep outreach to many facets of the community and to create awareness of climate change.

We have an upcoming FCA Permanent Collection Exhibition at the Backus Museum in Ft. Pierce. Office Manager, Janie Lorenz secured a \$3,000 donation marked for the Permanent Collection from Lois Ferguson, wife of the late artist, Ray Ferguson. The book containing information on each artist in the Permanent Collection will be named in honor of Ray Ferguson.

Geri Gammage donated her Paul Eppling sculpture and a piece from Russ Gustafson-Hilton to the Permanent Collection.

New Business:

Mr. T. Jones asked for each board member to attend the virtual 2021 annual membership meeting on Saturday, September 25.

Mr. T. Jones suggests a hybrid board meeting in October 2021. Mr. Ramsey and Ms. Howd spoke of how the new virtual meeting platform, Owl. No objections were presented, Mr. T. Jones gave the go-ahead for a hybrid style meeting in October. Thank you to Mr. Strobel for bringing up the need for moving to in-person meetings.

Mr. T. Jones presented a suggestion to revise the logo used for the Environmentally Engaged as the new logo. Mr. Ramsey brought us back to Marketing 101 and recreating your brand. Lara Shelton and Ms. Reilinger reiterated taking the logo idea to committee for further conversation. Ms. Howd reminded the board of the costs associated with changing a logo.

Meeting adjourned at 5:58 pm.