

Florida Craft Art
Board of Directors Meeting
September 24, 2020 Zoom

Board Members Present on Teams: Kimberli Cummings, Michael Graham, Kathryn Howd, Helen Igar, Tyler Jones, Claudia Larrian, Dana Maley, Duncan McClellan, David Ramsey, Stacia Schrader, Lara Shelton, Don Strobel, and Dar Webb

Absent: Mark Anderson, Bob Devin Jones, John Mascoll, Taylor Robenalt

Staff present: Katie Deits

Tyler Jones called the meeting called to order 4:32 p.m.

Good news:

Red Apple has given us a check for \$10,000 for Craft Art Festival. Thank you to Dar Webb for building the relationship with Red Apple.

October 1, 2020, Florida CraftArt will reopen to the public.

Pinellas County Women's Lawyers Association will meet at Florida CraftArt tonight at 6 p.m. sponsored by Massey's Law Group. Admittance to this event will be a donation to Florida CraftArt.

Approval of July Minutes

1. A motion was made by Kathryn Howd, 2nd by Dar Webb was made to approve the minutes All those present voted to approve the Motion.

Finance Committee -Helen Igar

- August 2020 report
- Consignment sales higher in person not online
- \$14k in development income, Keith and Mark Anderson for exhibit, \$7k State grant
- Net loss for the month approx. \$6k
- YTD 11 months: good news we are still in the black due in part to the sponsorships and the unrestricted anonymous donation we have received
- Currently income of 127k before depreciation
- \$60k from PPP loan is shown as liability until it is forgiven

Projections:

- Cash flow September we being with \$226,945 cash with a projection of a small increase in gallery sales each month.

- This projection does not show Florida Craft Art as a loss or income, it is neutral.
- Estimated cash by end of December 2020 \$130,000.
- There is \$93,000 in outstanding grants not accounted for in these projections.
- Next meeting the Finance Committee will provide 6 months of projections or when we will run out of cash.

Budget 19-20 vs 20-21 ---This budget includes the CraftArt Festival (CAF)

- Loss of \$30k loss from CAF
- Budget is based on actual and what we think we are going to get
- Earned Income projected at \$118k, Development Income project at \$186k (\$9k annual appeal UR \$2) , Total income projected at \$304k
- Projected loss of \$60k, Ms. Igar would like to revisit the budget in January 2021
- Mr. Graham questioned the unrestricted donations \$122k, Ms. Igar revisited the previous 2 years to come to the conclusion the unrestricted donation column is high. Ms. Deits stated she believes she added the remaining balance of a donor's will in the number without the money dividing it inside the unrestricted donations.
- Mr. Jones restated that these are just projections and that any projections could swing one way or the other
- Ms. Howd asked to see gallery sales, we are budgeting to lose money due to loss of sales b/c of COVID-19 and loss of tourists travelling.
- Michael Graham moved to adopt the budget, Duncan McClellan 2nd.

Governance committee: Dana Maley

- Discussion on the board candidates, 2 great nominations.
- Mrs. Maley reported to the board that the governance committee will send board candidates a letter to tell the board processes of joining a committee for a set amount of time and follow through with the agreed upon prospective board candidates.
- Don Strobel suggested we move on new prospects as not to lose them
- Dar Webb encouraged new board members prospects getting involved with a membership drive to help her have to donate more money with her match program
- Mr. Jones suggested an introductory committee to engage and get them learning about the organization
- Kathryn Howd explained the intent of the letter to prospects and to create action of getting them involved not to lose them.
- Ms. Igar suggested a welcome social via Zoom for new board prospects
- Ms. Cummings suggests that new prospects will be understanding
- Motion by Michael Graham moved to approved sending out the letter with introduce new members to 3 set committees...membership, marketing, and education second by Kimberli Cummings. Motion approved.

- Ms. Howd asked to vote on the renewal of board members Helen Igar Michael Graham, Taylor Robenalt and Don Strobel.
- Motion to approve presented by Dana Maley and 2nd by Kimberli Cummings. Motion approved
- Ms. Howd explained due to COVID the Executive Board has agreed to stay on one more year. Kathryn Howd moved to extend the existing EC by one year, second Dar Webb. Motion approved.

Florida Craft Art Festival (CAF)- Kathryn Howd

- Ms. Howd gave a broad thank you to all of those who have been engaged in helping to make decision. Ms. Howd brought up the letter of Ms. Deits letter of her concerns and not wanting to host CAF.
- Ms. Howd said that if we do not have the support of the ED to do a in person festival then there is not really a need to discuss. Several different options on how to safely have it... but without the support of the small staff of 4, we don't really have an option
- Mr. Graham says his opinion to postpone doesn't work due to sponsorship having to be raised for two festivals in one year is too much.
- Duncan McClellan says take the pass don't have the festival ... use the energy and extra time to put something new together.
- David Ramsey explained the idea of trying to do a small sidewalk CAF. Mr. Ramsey believes we can get a few artists in front of FCA to sell, no street closure, all ads online, simple version invite 4-8 artist...provide security, place to lock up art or help w transport.
- 15-20 minute where multiple board members gave their input on a variety of ideas of what we can do virtually and, on the sidewalk, to help with sales and ideas for a smaller CAF. At the end of the discussion it was determined that a specific meeting to decide what we need to do for CAF.
- Kathryn Howd made a motion to vote on not hosting our traditional CAF in the street. 2nd by David Ramsey. Motion approved.
- Ms. Igar moved to vote on having a small boutique show to be named later, 2nd by Don Strobel. Mr. Jones tabled the vote, to the next week and will call a meeting specifically to discuss this further.

Tyler Jones adjourned the meeting at 5:59.

Minutes submitted by Lara Shelton, Secretary