

MINUTES

Baltimore Clayworks Board of Trustees Meeting Gallery Building Board Room March 6, 2019

This meeting was held in accordance with Baltimore Clayworks' bylaws.

In Attendance: Larry Sandler, Rima Semaan, Ronni Aronin, Deborah Bedwell, Alan Cooper, Carla Dunlap, John Gazurian, Pat Halle, Mary Ann Mears, Marlene Sokoloski-Sandler, Leathia West, Pam Worthington, Volker Schoenfliess, Alan Cooper, Nick Hawkins. Staff: Cyndi Wish, Candace Mitchell

Absent: Susan Patz, Marcy Emmer, John Smith, Megan Rich, Christina McCleary, Cynthia Kammann, Margaret Allen, George Ciscle.

Call to Order at 4:00 p.m. by Carla Dunlap. (Susan is out of town)

Motion to Approve Minutes of January 9, 2019 Meeting

Carla moved that January meeting minutes be approved. Seconded by Patricia Halle. The motion was approved with one change to correct the spelling of Nicole Kitson.

Executive Director's Report - Cyndi Wish

- Cyndi modeled the new Clayworks' aprons, hats and bags. For sale now in the shop.
- The Taiwanese artists' exhibition planned for this summer has been canceled by the artists due to scheduling conflicts.
- Angela Wheeler has been selected as our strategic planner. Meetings are to be scheduled.
- The Bond Bill hearing is in Annapolis on Monday, March 11 at 9:00 a.m. All are welcome to attend. The proposed request is \$125,000 to be used for accessibility improvements, principally an elevator for the gallery building. If approved a one to one match is required by the state.
- Mary Ann Mears reported on a legislative proposal for next year that would set aside Bond Bill funds specifically for the arts, making the process competitive with other arts organizations across the state.

Financial Report – Cyndi Wish and Candace Mitchell

Cyndi had distributed a detailed executive director's report prior to the meeting. Board members commended her on its thoroughness. She noted that winter classes are doing well, expenses are higher, and cash is strong. The final end of year financial report was requested. Cyndi noted it would be forwarded to the board members. Candace reported that she was working with the auditor this week and the final audit draft is due next week.

Nominating Committee – Larry Sandler

Larry presented the qualifications of Caroline Jelavich for a board seat. He and Marlene Sokoloski-Sandler met with her and she was impressed with the mission of Baltimore Clayworks. She was excited at the possibility of joining the board. Her resume was presented

as having a valuable skill set for Baltimore Clayworks.

Discussion ensued about the nominating process and the board's specified intention that additional nominees reflect our diverse community. A point was made that the board must be true to its goals.

A recommendation was made that we might utilize a new process going forward- an interested perspective Board member would be initially invited to meet with the Board member/ED without offering a direct board position. This would allow us to develop a pool of people who might participate in Board committees while we engage in a proactive effort to recruit a diverse pool of interested of board members (diversity in skills, ethnicity, gender, age, etc.). A board recruitment letter should be developed. Leathia West and Nick Hawkins will work with nominating in future and develop a process for recruitment. A recommendation was made that they consult with the Equity, Diversity & Inclusion committee.

A call for a motion was made. Larry moved to invite Caroline Jelavich to become a board member. Seconded by Pam Worthington.

The motion was passed. The vote was taken by a show of hands with one abstention and three opposed. Those opposed asked that the minutes reflect that their votes were about the process, not the quality of the nominee.

Committee Reports

Carla requested that since most had submitted reports prior to the meeting and time was short, that each committee chair give brief reports and focus on their priorities

Development Committee – Alan Cooper

- In April we roll out the "Friends of Clayworks" program. It will be a tiered program based on amount of gift with benefits. The benefits are designed not to impact Clayworks current revenue streams (i.e. big discounts on classes or in the shop).
- The importance of 100% board participation was emphasized. The board was asked to consider a monthly sustaining gift to Baltimore Clayworks. A pledge form was distributed, to be returned to Alan.
- All are welcome to next Development committee meeting - March 19 at 6:00 p.m.

Program Committee – Deb Bedwell

- The programming committee was formed in 2017 when there was no existing staff dedicated to artists' support, and the organization appeared to be on the verge of closing. The committee has been meeting since that time and worked on artistic categories and definitions for those artists that participate at Clayworks. My written report explains in detail the broad categories of artists, juried and non-juried.
- Next meeting - April 3. It will cover the scope of artistic involvement.

Marketing Committee – Carla Dunlap

- The marketing communications committee also formed when staff was low. Now the staff is able to take on the marketing/communications duties so the committee will meet once more and then periodically.
- In the last meeting the committee discussed, social media data needed to target marketing opportunities, using Try-It and Date Night sessions as marketing tools and a way to engage folks new to Baltimore Clayworks, and upcoming events upcoming and the 40th Anniversary activities
- Carla noted that Sue asked the board to discuss hiring a professional marketer/events person to help with the overall 40th activities. Funds from the Bloomberg grant can be used. Send consultant suggestions to Cyndi.

Events Committee - Marlene Sokoloski-Sandler

Meetings were held to plan the Seconds Sale weekend: Preview party Friday, May 31, an upscale ticketed event and fundraiser. Cyndi gave 10 tickets (\$45 ahead, \$50 at door) to each board member to sell. Second Sale continues on Saturday and Sunday with activities including community mosaic-making.

- Brainstormed ideas for 40th Anniversary in 2020
 - 20/20 - use vision as a theme, get opticians involved
 - 40 events through the year
 - Tag on to events already happening and add Clayworks to their mix
 - 40 by 40 – virtual auction of 40 works of art by 40 'famous' ceramic artists
 - 40 wheels around the city with artists throwing, 40 wheels lined up at Clayworks
 - Ideas welcome. Forward to Cyndi to add to the list.

Equity Diversity & Inclusion Committee - Pat Halle

- The committee now has 16 members and three work groups: Scholarship, Curriculum/PD, and Access Barriers.
- Staff are supporting the Equity, Diversity and Inclusion efforts and this is crucial. Robin Marquis began in January 2019 for a 5 month period, concentrating on access coordination, physical aspects, and overview of where we are now. Ariel Foster started in January as the Urban Arts Leadership Fellow. She also plays an important support role for the EDI work. Ariel will focus on evaluation of the Workforce Development Class. Clayworks' mission would be well-served if we are able to maintain the Access coordinator consultant beyond the 5 month contract and if we create a permanent staff position for the future.
- Work Force Development was invited by City Schools CEO Sonja Santelises to make a student led presentation about the collaboration at a city school board meeting.
- Details are included in written report.
- The ARC will fund an inclusive 8-week class for adults in an ARC day program.
- Next meeting Thurs, Mar. 14, 3 p.m. Committee will review a draft "Statement of Commitment". All are welcome to attend.

Facilities Committee - John Gazurian

John reported that faucets were fixed in the studio building, painting of the studio building is scheduled for summer. It was stated that artists will need notice and help to move their studio items during painting. Two HVAC systems were replaced, 5 more need replacement. There are three trees that need to be removed; the City will cut down two and Baltimore Clayworks will have to take care of the other one. Only three days' prior notice is given by the City.

John was commended for all the work he does to help keep the facilities going smoothly.

New Business

Cyndi asks that board members:

- Sell 10 Seconds Sale tickets each.
- Turn in their volunteer hours form now so the 990 form can be completed.
- Turn in Conflict of Interest forms.
- Get your regional corporate contacts to Cyndi.

The Board:

- Requests they receive written summaries of the executive committee meetings.
- Suggests hiring a 40th Anniversary marketing /events consultant NOW. They have must have documented experience managing big events with multiple components.
- Provide the end of year financial report to Board.
- A recommendation was made to use students as corporate connectors.

Next Board Meeting – May 1, 4:00 p.m.

Meeting adjourned 6:00 p.m.

Carla Dunlap
Secretary's Signature

Susan Patz
President's Signature