

Minutes
Baltimore Clayworks Board of Trustees Meeting
New Classroom in Studio Building
September 11, 2019

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

In Attendance: Susan Patz, Marcy Emmer, Megan Rich, George Ciscle, Larry Sandler, Ronni Aronin, Deborah Bedwell, Alan Cooper, Carla Dunlap, Pat Halle, Marlene Sokoloski-Sandler, Leathia West, Pam Worthington, Carolyn Jelavich, Rima Semaan. Staff: Cyndi Wish, Candace Mitchell

Absent: Mary Ann Mears, Cynthia Kammann, John Smith, Margaret Allen, John Gazurian, Nick Hawkins, Volker Schoenfliess. Christina McCleary is taking a leave of absence.

Call to Order at 4:00 p.m. - Sue Patz

Motion to Approve Minutes of May, 2019

Carla asked for a motion to approve changes to meeting minutes of March and May. Changes to March were a date correction, and to May removal names of board members.

Motion by Alan Cooper. Second by Pat Halle. Motion approved.

Financial Report – Cyndi Wish and Candace Mitchell

Current financial statement reviewed by Cyndi.

There was discussion on renegotiating the parking lot contract with the City and doing so soon for the 2020 lease. The real estate committee should decide if it is a strategic time to discuss changes to the lease with the city. The Committee is working on a building assessment and land assessment and recommend the best way to use our property.

Nominating Committee - Leathia West

The Nominating Committee has seven nominations to review. Leathia and Nick are in the process of meeting with the nominees who represent a diversity of skill, age and ethnicity.

Recommendations for new member will be brought to board in November. A plan is in place to bring nominations to the board twice a year. The committee is in the process of codifying the process for accepting new members.

Once the nominations are sent to the Nominating Committee, the committee will contact the nominees. Board members should refer questions to the committee.

A formal orientation for all new board members, and others interested, will be presented.

Strategic Planning Update – Cyndi Wish

Board members expressed their appreciation and compliments on the strategic planning session that took place on August 24, 2019 at Make Studio.

Cyndi is in the process of arranging the notes from the planning session and will share them with the Board once notes are organized. She noted that the Bloomberg consultant suggested she “socialize the plan” and get board members to comment and include information about specifics before it is finalized. Cyndi will send an email by early October with notes. After that, the consultants will review it. The plan should be finalized by the next board meeting on November 13. Cyndi said that there will be funds for the consultants if extra time is required.

It was noted that all that Clayworks does is driven by its programming so that should be a focus of the strategic plan.

2020 - 40th Anniversary Updates – Cyndi Wish

A 2020 brainstorming session with marketing/branding consultants took place on September 9 and was attended by more about 25. The group was asked to express their feelings about Clayworks and why the 40th anniversary is important.

Board members were sent the 2020 event schedule was discussed including an kick off on the Global Day of Clay in February, national event at NCECA in Richmond in March, a list of gallery exhibitions, seconds sale event, fire event, Ladew event, Winterfest, and ending with a Gala.

Cyndi plans to develop sub committees for the main 40th celebration events: 1. NCECA, 2. Ladew, 3. Gala. Comments included marketing to bring in new contributors, open and close 40th in Baltimore, hold Global Day of Clay event at a high traffic venue other than Clayworks, having a brunch gala, jazz brunch, bloody Mary bar which would have more potential for cost cutting.

Staff is working towards 2020 goals from a development perspective.

Executive Committee - Sue Patz

The Executive Committee met on September 9. We are in the black. Government grants are very strong, the Maryland State Arts Council grant is \$70,000 and second year funding from the Baltimore Children and Youth Fund is expected to be about the same as this year. Both grants speak to the strength and viability of this organization. The corporate contributions and personal contributions categories are low.

Alan will have a strategic development meeting next week to discuss fundraising.

It is absolutely necessary that each board member (22) make a contribution. It is important to have 100% participation of board members as several of our grantors expect and require full board participation. The contributions must be made during the fiscal year which ends on

December 31, 2019. Board members are asked to pay a portion of each contribution before the November 13 meeting.

Cyndi reported that 2 full scholarships and 4 part time scholarships were granted from the board scholarship fund. Cyndi was asked for clarification on how the scholarships are announced if they are promoted on social media. Suggestions to call principals to ask for recommendations for scholarship students and to develop field trips to get children to Clayworks. Members noted that the selection process be fair and inclusive.

Scholarship fund raising will be handled by the program and development committees. It was recommended that we contact banks for \$5000 bank name scholarships. Ideas should be sent to Cyndi.

It was suggested we recognize Mayor Jack Young, and also Brandon Scott as he was here for residents.

Exec Director's Report - Cyndi Wish

Cyndi showed a video by Bloomberg intern about summer camp with kids

She presented a slide show she created to give an overview of the summer at Clayworks.

Summer camp 2019 was more successful bringing in more students than 2018. She is working to track data more precisely.

Other Business - Susan Patz

Sue had asked members to prepare a quick elevator speech to tell their personal reasons for being on BCW board. Several shared.

This meeting is the last for George Ciscle as a board member, He will continue to work with Clayworks as a member of the DEAI committee. A thank you certificate was presented by Sue Patz to George Ciscle to recognize his leadership role in BCW.

Meeting adjourned at 6:00 p.m.

- Next board Meeting - November 13, Wednesday, 6:30 - 8:30 p.m.

Scribe: *Lynne Molner*

Carla Dunlap
Secretary's Signature

Susan Patz
President's Signature