

## Minutes

### Baltimore Clayworks Board of Trustees

#### Board Meeting

#### Board Room in Gallery Building

March 11, 2020 | 6pm

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

In Attendance: Margaret Allen, Ronni Aronin, Deb Bedwell, Carla Dunlap, Marcy Emmer, John Gazurian, Pat Halle, Susan Patz, Megan Rich, Larry Sandler, Leathia West, Marlene Sokolov Sandler. Staff: Cyndi Wish, Maryjane Goetschius

Joining via online conference call: Ariel Brown, Alan Cooper, Caroline Jelavich, Cynthia Kammann, Melanie Hood-Wilson (for beginning of meeting) Absent: Nick Hawkins, Fitsum Shebeshe

#### **Welcome: Call to Order** at 6:00pm - Marcy Emmer

Marcy and the board thanked Megan Rich for her kindness and initiative in assisting a resident artist who was very ill, and continuing follow-up and caretaking. Megan was honored with flowers and applause.

Discussed obligation to resident artists to address procedures to aid artists who are taken ill or have other emergencies. Work will proceed on developing policies and processes to address these issues, including providing more info to artists, receiving emergency info from artists, providing Clayworks emergency numbers to artists, and more. Research into the liabilities for Clayworks will aid in directing these efforts.

#### **Approval of January minutes**

Pat Halle moved for approval of the minutes from the January 22, 2020 Board Meeting. John Gazurian seconded. There was no discussion. Motion approved unanimously.

#### **Timing of Posting Minutes online** - John Gazurian

John requested that minutes be completed, voted on by the board via email, and posted online within two weeks of the board meeting. He felt that nine to ten weeks is too long. Sue Patz noted that it takes a month to edit the scribed minutes, send them to the president, and make edits as needed. Leathia noted that nine or ten weeks is the norm when meetings take place every two months. Conversation continued noting that board members who had not attended might want to see minutes sooner. It was proposed that the agenda for each meeting be posted as soon as finalized, and the full minutes posted once approved at the following board meeting.

John made a motion to post board agenda as soon as it is finalized so community is aware of issues to be discussed at board meeting, and to post the final minutes right after each board meeting. Megan Rich seconded. Motion approved unanimously

#### **Newest staff member**

Maryjane (MJ) Goetschius, financial director, was introduced.

#### **COVID-19/NCECA** - Cyndi Wish

**NCECA** has cancelled its annual conference for March 24-28 due to COVID-19. Clayworks was to have a high presence at the conference with a premiere exhibition in the convention center, reception to kick off the 40<sup>th</sup> anniversary, display table, recruitment of artists, and more. Cyndi is working to lessen the financial and social loss of Clayworks' presence at NCECA, and create an online NCECA presence. We will be included in Ceramics

Monthly's special "Sights and Ceramics" NCECA issue. You can find us in both the article about the EXPO, and in a 1/4 page advertisement.

Clayworks will move forward one day at a time to develop procedures for its daily activities. The general policy is to follow Baltimore City Schools closing schedule but this is a different situation. We want to meet needs of students but remain safe. It is recommended that we follow Health Department policies which is at Level 2 right now. Right now classes are going with precautions such as including eliminating all communal towels, installing several new hand washing stations, disinfecting surfaces daily, and asking visitors and students to stay home if they are ill or compromised.

**Policy** The board asks Cyndi to make Clayworks' policy clear on the website, and get it up very soon explaining the sources of our decisions making.

The board agreed that the **Gallery Reception** set for March 14 should be cancelled due to the size of the crowd expected and the concern for safety of the community. Sue suggested an online show. Cyndi noted that there will be a live-streamed artist talk by Eliza Au on Clayworks' Facebook and Instagram live at 5pm on Saturday, March 14.

### **Finance Report – Margaret Allen**

The revenue is \$60,000 better than expected. We are doing better this teaching term due to programs. General comments and discussion on financial report included a request to expand revenue information on the report, , request for comparison of revenues from gallery and shop for 2018 and 2019, and info on expenses and income for our four mission areas. It was noted that including percentages of the physical plant can skew information so we will begin with program direct revenues/direct expenses.

### **Executive Director's Report - Cyndi Wish**

Highlights from written report:

- We welcomed three new staff members – Keagan Yingling (P/T Front Desk), MJ Goetschius (F/T Director of Finance and Administration), Mikhail Hardy (P/T Graphic Designer)
- Mt. Washington educational programming saw strong WINTER 2020 enrollment equal to 558 student registrations . We have reached historic highs with regard to weekly students active in the studio as well as historic highs for 1-day workshops. Total activities for the same time 2019 equaled 428 – a 24% increase for 2020 and more than double our totals for winter 2018.
- The Springboard artist program completed its sixth full year. The 2020 year continues with full enrollment to include 20 program participants generating
- The Mezzanine Studio-Artist program launched 11-12-18 and provides semi-private studio space for advanced level students/artists. We remain at full enrollment capacity with all six studios leased to six individual artists
- Gallery exhibition, Past, Present & Future Opening Reception saw over 400 people throughout the day.
- Community Arts Program in process
  - February began classes with mothers and children at the House of Ruth in NE Baltimore and CASA of Maryland in East Baltimore, started March 2.
  - Baltimore ClayWorkforce Development (in partnership with Baltimore City Public Schools;
  - We have a fee-for-service contract with Baltimore City Recreation and Parks serving approximately 40 senior citizens.
  - The first panel for the National Federation of the Blind mosaic tile mural has been grouted and met with their administration and facilities staff to line up workshops to continue/ finish the project by September 2020.
  - We received CITC funding to continue working with addiction recovery programs. This funding is for 2 years for a total of \$30,000.
  - The art department chair of Baltimore Design School, Leah Hucker, is working with us to develop a summer program, in 3D Printing and ceramic mold making, for 5 highly motivated high school students.

## **DEAI report – Pat Halle**

Notes from last meeting have been dispersed. The committee has a few new participants. Climate for learning is fertile. Ariel Foster and Pat were invited to give input into our hiring process on building competence and examining our practice. The next committee meeting is April 16 in the gallery building, all are welcome to attend. Pat is looking for articles to send to the board.

## **Program Committee Report – Deborah Bedwell**

A written handout explained what the committee does. Currently we are working on four program areas. Artist space and services, education, jurying protocol, and core curriculum.

Pat asked about possibility of community building sessions to explain: what is clay, what are cones, etc. She asked about creating embedded teacher content for all teachers, especially summer camps. Deb noted that is deferred to Matt, with teacher meetings.

## **Parking lot update - Cynthia/Marcy**

Cynthia: 20 years ago Clayworks established the parking lot lease with city council, with automatic renewal every 20 years. We are now in the second 20 years of that lease. Discussion concerned keeping old lease or making amendments to that lease to get more rights for Clayworks every 5 years. The city takes care of landscaping, lights, and maintenance of parking lot and pays Clayworks approximately \$31,000 annually.

Deborah made a motion to leave lease as it is and sign it. Carla Dunlap seconded. Motion approved with one opposed, one abstained.

## **Marketing updates - Carla/Cyndi/Marcy**

Carla reported on the first meeting regarding the AIM Bloomberg Social Media Marketing grant, working with Vayner Media's The Sasha Group. The Sasha Group is engaged to manage the process with Clayworks. Their team of eight attended the meeting, walked us through the process and began to assist us in defining our "voice". They will provide specific training sessions, will assist us in creating content for social media, designing posts for Facebook and Instagram, targeting audiences, and measuring success. Staff leads are Sara Morgan-Morales and Merina Casa.

Cyndi noted that in addition, marketing students from UMBC are working with Cyndi to formulate marketing plan.

## **Strategic Plan - Cyndi**

Larry made a motion to adopt the strategic plan. Marcy seconded.

Alan notes that the plan presents a real marketing opportunity to communicate with the public and funders that we are back and we know where we're going. It needs wording for general public to understand what we do. . Talk about what our programming is. We need to be specific, for example: we have artists in residence, we teach classes, etc.

Conversation noted that the language is board-speak/institutional. Members acknowledged we should find a way to make our plan and goals pop by using exciting language.

Motion to adopt the strategic plan and work on creating a marketing version was approved by all.

## **Development/Events Report. - Caroline/Megan/Melanie**

Caroline stated that the committee met on March 6. They discussed an overall financial goal of \$55,000 for the board to raise and how to get there. It is important that each of us give so we have a board with 100% giving to state on grants and to foundations and financial institutions.

Fundraiser - The committee would like board members to buy or sell 4 tickets to the Fired Up at Forty Brunch Fundraiser at \$100 a ticket, and assist with table sponsorships at \$2000. There will be a silent and live auction. Suggestions for items are welcome. Members asked what the net goal of fundraiser would be; Cyndi replied \$44,000. Members think that might be too low and conversation will follow on the subject at the next committee meeting.

### **Other business**

Megan will host a brunch and hike for resident artists and board members who would like to join. Sue will lead the hike while Megan is cooking.

Sue asked that we put housing for resident artists on a future meeting agenda.

### **Upcoming Dates to Remember**

- April 4, Board Orientation

### **Meeting adjourned 8:15pm**

Scribe: Lynne Molner

*Carla Dunlap*

Carla Dunlap, Secretary

*Marcy Emmer*

Marcy Emmer, President