

Minutes
Baltimore Clayworks Board of Trustees
Virtual Board Meeting
May 13, 2020 | 6pm

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

In Attendance: Margaret Allen, Ronni Aronin, Deb Bedwell, Ariel Brown, Alan Cooper, Carla Dunlap, Marcy Emmer, John Gazurian, Pat Halle, Nick Hawkins, Caroline Jelavich, Cynthia Kammann, Susan Patz, Larry Sandler, Fitsum Shebeshe, Marlene Sokolov-Sandler, Leathia West, Melanie Hood-Wilson. Staff: Cyndi Wish, Maryjane Goetschius. Absent: Megan Rich,

Welcome and Call to Order – Marcy Emmer

Marcy thanked everyone for attending and saluted the staff for working remotely and for their dedication to Clayworks.

She asked that each board member complete their **Conflict of Interest** form and email it mail to Clayworks. Anyone with questions about conflict should call Marcy or Alan. Conflict of Interest forms must be completed each year.

Marcy also asked that members email or mail their **Board Pledge** form in as soon as possible. Members may pledge whatever amount is appropriate for them. Many funders require 100% participation of the board donate to the organization.

In order to receive the most up to date financial information at each board meeting, the executive committee recommended moving board meetings to the 4th Wednesday of the month in which the meeting occurs. All agreed to the change. The next meeting will be June 24, 2020.

Executive Committee meetings have been moved to Wednesdays at 1:00 p.m. to accommodate schedules.

Approval of Minutes

Carla asked for a motion to approve the minutes from the March 11, 2020 board meeting, with the addition of Pat Halle as an attendee. Melanie made a motion and John Gazurian seconded. There was no discussion. Motion approved unanimously.

Financial Report – Margaret Allen

Margaret reported that Clayworks is in good shape financially. She congratulated the staff on the many grants that were received. Awarded grants total \$157,080. The Payroll Protection Plan ("PPP") grant for \$104,080 has already closed, and cash is in the bank. Pending grants total \$353,000. In order for the PPP award to be a grant and not a loan, Clayworks must maintain staff positions for 2.5 months. Available funds total is \$585,529.

Total expenditures for the months of April, May, and June are projected to be \$192,690. Basic expenses through December, with building closed, are estimated at \$578,070, not including any new expenses associated with creating more virtual opportunities.

Margaret noted that the decision not to run a fund-raising campaign immediately upon closing was a good decision. We are in a better position to clarify our status.

Alan asked for that the restrictions for each grant be noted on the report. Cyndi explained most are general operating grants. Others are time restrictions that are being negotiated for new timing and include BCYF, NEA (match required), workforce development, and the Taiwan exhibition.

Deb moves, joyfully, to accept the financial report. Susan seconded.
Motion approved unanimously.

Development Committee Report – Caroline Jelavich

Giving Tuesday campaign on May 5 raised \$7000. The spring campaign ask will go out this week in an email and on social media.

All events are speculative now depending on when Clayworks can open safely and legally. The Events committee continues to meet to discuss the Seconds Sale, FireFest, and WinterFest. The champagne brunch is on hold indefinitely. Other ideas for virtual and smaller events are being considered.

Melanie questions the effect of cancelling champagne brunch. Marcy notes that our deposit for the venue can be used in future. Sue suggested special speakers for casual events that can include a fee.

Programming – Deborah Bedwell

Clayworks had a phone consultation with Michael Kaiser and he suggested preparing for an amazing opening event, whenever the reopening might occur. Deb has gathered a group with Trisha Kyner, to brainstorm ideas.

John Gazurian will head the task force on the physical reopening of Clayworks. Cynthia Kaaman will serve along with staff and artists. They are charged with researching the requirements for safe use of the facilities and developing a plan.

Deb is looking for someone with knowledge of the national clay arena to co-chair the program committee, and someone to become the chair when her term ends.

Pat noted that the disability world is excited about all the online offers that are becoming available.

Nominating Committee – Nick Hawkins, Leathia West

Nick reported that the Committee on Trustees voted to recommend that Melanie Hood-Wilson join the Executive Committee.

DEAI Committee Report – Pat Halle, Melanie Hood-Wilson, Cyndi Wish

Pat Halle reported that the DEAI committee formed 18 months ago to develop an organizational culture and practice to support two specific goals: equitable access for people with disabilities, and regular teaching and learning about race equity. These goals are embedded in Clayworks' strategic plan, including the goal to ensure that diversity, equity, access, and inclusion are inherent in all of Clayworks' organizational culture practice and programming areas.

Nationally in the arts there is a movement and growing practice dedicated to racial, disability and economic justice. Clayworks is joining this movement to look at these issues and undertake some deep work to understand systemic and institutional racism, to build common language, and increase willingness and ability to engage in difficult conversations about race. To advance learning and shared understanding of the world we live in, and to develop common language and ready ourselves to build a bright future, the committee would like to send board members some materials every few weeks to read as they can, so that the board can begin this work together. Expect the first email this week.

Down the road the committee hopes to engage Board and staff in learning conversations that will be facilitated by experts in the field.

Board agreed it would be happy to receive the information. Deb noted that the Program Committee has the opportunity right now to identify artists of color in our area and also look to bringing artists of color to Baltimore.

Melanie noted that in terms of our outreach, that there are lots of folks in our city who are creative but with no access to Clayworks. How do we reach them, and new creative learners, and address transportation, scheduling, etc.?

Pat asked the board "Where are you in this process of learning so we can provide you with appropriate information"? Members responded that it may be hard to know where and asked for some guidelines to evaluate themselves.

Executive Director's Report – Cyndi Wish

Cyndi included a detailed written report with the board materials. She noted that the cancellations of NCECA and gallery receptions were extremely difficult for the staff who had spent months planning.

The staff is working on:

- Possibility of virtual classes and hybrid classes where some students would be in studio and some online. Virtual offerings are available to a broader geographic area.
- Reviewing new resident applications.

- Redoing the gallery schedule.
- Moving Community Arts forward.
- Adding all gallery pieces to the online gallery so they can maybe be sold rather than shipped back to artists.

Marketing - Marsha Smelkinson, former board member and marketing professional, has volunteered to assist with marketing and messaging. She and Cyndi are working together to enhance community engagement. Marsha has created a marketing plan, and a database with sections that include a calendar, teams, projects, and progress reporting.

Other marketing activities include meetings with the Sasha group as part of a social media grant, and working with the University of Baltimore student teams on marketing.

Board Member Input

Members discussed inviting the community for a virtual “Conversation with Clayworks’ Board of Trustees” to answer questions about reopening, what we are doing now, what would they like to see, etc.

Most are too busy but may be interested in meeting in combination with a virtual clay experience to give a better picture of the clay process to those who have never touched clay. Also providing a copy of the student handbook would help members to understand more about how the educational program operates.

Upcoming Meetings

DEAI Committee - May 18, 6 pm
Development Committee - May 19, 3 pm
Next Board Meeting - June 24

Meeting adjourned 7:45 p.m.

Scribe: Lynne Molner

Carla Dunlap
Carla Dunlap, Secretary

Marcy Emmer
Marcy Emmer, President