

NCECA Board Meeting, Wed, May 15, Milwaukee

Present: Patsy, Keith, Deb, Linda, Steve, Cindy, Dandee, Sam, Garth, Kevin, Macabee, Paul, Mel, Jay, Glenda, Josh, Dori, Helen, Lee via Skype during budget discussion

Cindy/Garth Move to approve agenda for meeting – passed.

Following items were included on consent agenda:

1. **Combined Board Reports**
2. **Committees/Task force assignments as amended**
3. EC recommendation to include in Guide to Board: **Board member travel costs to attend board meetings and conference are limited to U.S. domestic coach airfare.**
4. Finance Committee and EC recommendation to **change name of “Endowment – Unrestricted fund” to “Unrestricted net assets”**, consistent with Generally Accepted Accounting Practices.
5. EC recommendation on policy regarding Demonstrator’s work after the conference: **Demonstrators will have 3 choices: NCECA may 1. Dispose of the work, 2. Identify an entity with educational mission to receive work for educational purposes, or 3. Artist may retain possession and assumes responsibility for removing work.**
6. EC recommendation on reciprocity for volunteer work. Any request for **reciprocity for volunteer work must come through committee chair and will be decided on a case by case basis** through executive decision.
7. Process recommendation regarding moving from working board to advisory board. The EC recommends the Executive Director’s involvement in contract development and negotiations regarding exhibitions and/or major program presentations to begin in the earliest stages possible. **The ED will serve as the primary point of contact for such contract discussions** except in instances where other priorities are determined to take precedence by the President. The ED will work in consultation with the Directors of Exhibitions and Programs regarding NCECA’s needs and limitations.
8. Policy on posting to social media. **Communications committee is charged with drafting, by the fall board meeting, a policy for official NCECA electronic communications**, including the blog and social media platforms.
9. **Policy on Biennial Purchase Prize procedures. Assign Curatorial Task Force with bringing a recommended policy to the board for approval.** Also assigned to Curatorial Task Force a **proposal by Leopold Foulem and the larger question of the continuation of exhibitions beyond the conference.**
10. Oversight of EXPO: The **responsibility of EXPO oversight is charged to a Director At Large, in consultation with the Exhibitions Director**, and with staff support.
11. Support for Concurrent Independent Exhibitions. Curatorial Task Force charged with determining best support strategy for CIEs.
12. **Collector’s Tour oversight.** Recommendation is that this **responsibility be that of Past president in conjunction with on-site liaison.** (Consult with Paul Sacaridiz, Mel Buchanan and Marge Levy.)

13. Discussion on Quality vs Quantity in Programming. Recommendation to full board: **Reduce the number of concurrent presentations from 3 to 2**, in order to concentrate excellence throughout diversity of programming.
14. Recommendation that ALL programming to through the Program Director and ED prior to sending to staff, including EXPO and Wed. programming, process room, etc. **All programming needs to be submitted to Programs Director by September 1.**

**Linda/Steve moved to accept consent agenda. Motion passed.**

Business items:

1. Regional programming. Past programming includes Critical Santa Fe, Arvada Center Exhibition, China symposium. Support may be needed for 50th anniversary or other projects that have similar or greater impact. **Glenda/Paul Move to not issue a RFP for regional events. Passed.**
2. AAIC proposal: Budgetary impact of \$1500, plus travel. Jay, Macabee move to **pursue the AAIC proposal for 2015. Work with Joe Bova to ensure NCECA voice in choice of lecturer. Motion passed** 8 in favor, 6 opposed.
3. Lee joined meeting via Skype with budget information and Finance committee recommendation based on advice from Merrill Lynch advisor to move bond funds to cash leveraged return note. Lee /Keith moved to approve this transfer. Motion passed. (Also done by consent agenda.)
4. **Cindy/Linda moved to increase conference fees 5% and charge \$100 for corner booth. Motion approved.**
5. Budget Note – Media Enterprises can build an on-line voting capability into our website. We won't need to contract outside company.
6. Board professionalism and Board committee roles: Board chairs are responsible for engaging committee members. Convey vision, charge, timelines, and goals. Be organized and efficient. When task is complete, Board member is responsible for official letter to thank members for their time and contributions, **Bring recommendations from Committee work forward for October Board meeting.**
7. **Glenda asked board members to review their position descriptions in NCECA by-laws. Send any updates/changes to Glenda by Sept 1 for action at Fall board meeting.**
8. Development Committee Strategy (Keith and Deborah) Discussed strategy for developing relationships with donors. **Deb presented a draft of development plan based on a template from American Society of Fundraising Professions for use with non-profit organizations. NCECA may begin to use this plan as Development activities take more definite directions. Work of whole board is to help identify donors.**
9. Communications strategy discussion led by Cindy: Things posted to blog show on our Facebook page, can forward to Facebook group, also goes to twitter. Effective way of raising the profile of NCECA. Add a "subscribe" button to home page a "like" button for Facebook, other social media. **All Communications strategy needs to go through ED. All board members should include NCECA connection as part of personal info/bio.**
10. Nominations Committee Strategy-Identify goals to charge Committee. (Keith) Solicit board engagement in recruitment for available positions. Exhibitions – need now, Secretary, Programs

Director?, DAL, SDAL. Need to figure out Programs/Exhibitions rotation. Tasks: Get with Nom Com and E-voting committees to define timeline and process ASAP. Invite Exhibitions nominations immediately. **Keith, Glenda, Deb will be assigned to draft by-law language to address staggered term issues.** Note: call for Exhibitions Director already went out to membership. We have potential nominees now.

11. Green Task Force Strategy-**Identify goals to charge task force (Maccabee Shelley).** Need a booth at the conference. Auction of Cynk® (2012) was good fund raiser for the GTF. Blog – subsection of NCECA blog. Developing the Green brain trust as advisory board for answers to questions. Remain positive. Have a meeting at the conference. Integrate sustainability into all we do. Caution that GTF charter should be clear in the advisory capacity of the group. Task Forces have the capacity to do research and make recommendations to the board, but establishment of policy requires board process. GTF can reach out for programming and blog content.
12. Voting Task Force Charge and Implementation (Glenda) Direct communication to professors to seek nominees for SDAL. **Appointed positions and elected positions information needs to go up in June. NCECA web system to be developed with Media Enterprises should be able to handle electronic voting – resources for first year of development included in proposed 2013-14 budget. Voting Task Force will establish timeline.**
13. Keith/Cindy moved to go into executive session. Discussion of staff review and ED review.
14. **Keith/Jay moved to accept ED review committee report. Motion passed.**
15. Post-Conference Evaluation Review led by Cindy - Summarized the survey results. How to continue? Recommendation to ask questions on 3-year cycle.
16. Discussion of program selection goals and explanation of programming review process for Thursday/Friday (Steve)
17. 5:00 pm - Recess board meeting

Thursday, May 16

8:00 - Resume mtg. Milwaukee Programming: Introduction and break out into groups by category: Education, Technology, A & C.T., Art History, Professionalism, New Work

Entire day spent in discussion and selection of top program proposals in each category.

3:45 pm -Programming—Introduction: Keynote, Closing Lecture, Distinguished Lecture, Randall Session, Dance Band

**Steve/Kevin – move to drop “New Work” from conference programing, motion passed .**

4:30 pm Presentation on 2014 Conference graphics and branding- The Little Friends of Printmaking JW Buchanan (James) and Melissa.

5:00 pm Recess board meeting

Friday, May 17

Travel to Sheboygan, WI to visit Kohler factory and John Michael Kohler Arts Center.

9:15 am Arrive at Factory for tour of Pottery and Foundry

11:00 - Board meeting resumed at J M Kohler Art Center

1. Programming—Preliminary schedule discussion (Steve) Content of programming and scheduling was discussed. Demonstrating Artists and Process Room demonstrators were discussed. **Paul and Steve charged with developing a balanced list of demonstrators based on recommendations.**
2. Chipstone participation: **To raise awareness of the ceramic arts in society** (our strategic plan) **NCECA/Chipstone partnership – establish a round table discussion linked to the conference keynote that in partnership with Chipstone Foundation** will further these goals and support broader dissemination. Goal is to a meaningful and potentially long- range partnership, and to bring together a diverse group of thinkers to engage in a public conversation of the role of ceramics art and education in society. Jon Prown is enthusiastic about promoting an initial event to occur at Milwaukee NCECA conference. Combine diverse creative innovators in a round table discussion with known ceramics moderator. What this means: Chipstone roundtable to fill the traditional “Distinguished Lecture” spot. Chipstone has agreed with the concept of matching funds in order to compensate participants. NCECA does not anticipate requirement of additional funding beyond what is in the proposed budget for Keynote and Distinguished Lecture.
3. Other ideas for Professionalism lecture and Keynote speaker were discussed. **Board backs Josh, Steve, and Paul to work with Jon Prown to secure a keynote speaker that will contribute to the Chipstone/NCECA partnership concept.**
4. Randall Session discussion of potential presenters.
5. Closing Lecture discussion.
6. Dance: Paul and Mel gave some recommendations for local band.
7. Process Room—Define and Refine (Steve) Problems: Time, audio, seating, no stage. Solutions: 30 minute with 15 minutes for breakdown /setup; 2 foot stage w/tables; video with capture possibility; seating not in the round; audio lavalier mike; pipe and drape a prep area; national vs. local – curate with OSCLs, conference pass if they buy membership; 16 potential participants.
8. Wed. Programming: Artists in Expo and Emerging Artists - intimate talks in the Expo galleries. Also 3 invited speakers @ \$300 each. REC – not do this, maybe only one featured speaker. Each gallery had 4 time slots to give an educational talk. Need a mike and speaker. Educational showcase talks from non-profits in exhibitor hall. Flash programming. Pricing a Wed pass for resource hall at \$25. DAL expo director should work with Exhibitions Dir and ED; **anyone dealing with programming needs to consult with program director and ED prior to publication of information.** Collector’s Tour gets exclusive preemptive view of EXPO. VIP reception.  
  
**Maccabee/Glenda moved that NCECA offer a Wed only pass for \$25 (regardless of membership status) to the resource hall. Motion Passed.**
9. Student Programming Refinements and Instagram (Kevin)

10. **Emerging Artists Program Kohler Proposal** : approve **Sam's proposal to talk to Kohler** about an emerging artist special project for 1 or 2 months, NCECA provides \$1500 towards this for one of the emerging artists.
11. **International Residency Refinement (Sam)** Open call for partnerships for NCECA residency. **Sponsor program must provide at least 40% of NCECA support amount.** (NCECA \$3750; partner to demonstrate a commitment of in-kind or direct support valued at a minimum of \$1500).
12. 50<sup>th</sup> Anniversary Planning: Updates of 50<sup>th</sup> Task Forces - Book Project-*Chaired by Garth Johnson, committee members include: Holly Hanessian, Glen Brown, Advisory: Harriet Brissno, Dandee Pattee, with Marko Fields as an advisory member.* Updates – Garth – begin to identify writers, need a known art world writer. Garth Johnson will meet with potential museum/co-publication collaborator in Kansas City in late May/ early June 2013. The purpose will be to discuss ways to integrate the story of (N. American) ceramic art in last 50 years, NCECA, education with/in ceramic world. Ideas for specific NCECA content – appendices included 2 or 3 paragraphs about every NCECA conference, including photos. Info about leaders, presidents, honors and fellows. Partner with academic publisher. Focus on coffee table book, also companion reader of journal articles, essays from NCECA membership to introduce selections to the reader. Content should include history of NCECA.
13. Discussion on possible support for Honors and Fellows exhibition in KC for 50<sup>th</sup>.
14. 50<sup>th</sup> Task Force: Audio/Video-*Chaired by Cindy Bracker Strum, members include: Brian Kohl, Mike Sievers, Sam Giffin, Josh Green, Candice Finn.* Mike Sievers (Skutt) and Sam Giffin have video expertise. CMI av company has offered a value added gift for 50<sup>th</sup> to aid in video capture that may support 50 videos in 50 days concept.
15. 50<sup>th</sup> Task Force: Collaborative Art Projects-*Chaired by Deborah Bedwell, members include: John Hartom, Eva Kwong, Michael Strand, Dandee Pattee, Stephen Carpenter. Carol Sauvion, Craft in America TV series has also interested in this concept.* Use Michael Strand piloted project, try to unite the country using the bowl as symbol. "The American Family Dinner". Let Michael lead design the project, involve the committee. 15 hubs throughout the US that will engage artists to create bowls to serve dinner to American "family" wash and send to another "family". Each time the bowl is used, it is documented (video) and recorded through recipe sharing. Culminate with exhibition of videos, bowls, etc... Bring food justice and service into the project. Budget? Encourage NCECA membership to be involved. Making bowls, hosting dinners, etc. We need a project title. Spirit of inclusiveness and involvement. Use a connections or Topical Discussion to get involved. Honorary committee to give seal of approval to projects. Need a development plan. Marketing project in early stages. Food for thought, thoughtful food.

Meeting in Recess

5:00 pm- Reception with JMKAC staff and Resident Artists, tour of JMKAC galleries.

Saturday, May 18, 2013- Board meeting continued at Hyatt Milwaukee. Business and informational items as follows:

1. Glenda I move to **approve the budget as sent to Board members**, second Garth. Motion passed. Cindy abstained.
2. Josh – Breakthroughs opportunity – Breakthroughs PTV, producers of interstitial programming, brief information that occurs during programming breaks for stations that have requirement to provide publicly relevant and educational content. They want to work with NCECA because of educational mission and 50<sup>th</sup>. Fee of \$26500 for 6 min prof quality + airtime, 5 min, 1min video. Widely distributed, can choose markets. Narrow casting – targeted e-mail list of up to 2 million who receive the message with video imbedded. We get the content. Need to find donors to support this project. Deb – through receptions held by pres in Houston, we have identified some prospects for supporting such a project. **Board members are asked to share their knowledge of such potential donors.** Several levels of benefits – we get promotional material for our use and national exposure.
3. Future conference site possibilities: Dori & Deborah. Deb – bringing the options to board is charge of Pres elect and conference planner. Discussion of various cities for 2017, pros and cons. Discussion of cities for 2018: **Cindy and Dandee volunteered to help Deb research suitable cities.** Keith – build into our survey a question regarding arts destination. Which cities have had good attendance? Rotate among top 8 or 9 cities. Might provide suitability.
4. **Board voted to approve a city for 2017. Announcement will be made when information is released through NCECA office.**
5. **Protocols for onsite activities**, new projects and ideas (Patsy and Josh): Josh has created a decision making matrix for KC (Paul Donnelly). NCECA board appoints on sites, on site committees should have activities approved through a decision making process. Every community has committees established. NCECA needs to be more purposeful with chain of command. **Communication from committee through OSCL to ED or Board.** Locals don't go directly to board or authorize activity without OSCL knowledge. Channel energy through structure. Need clarity about instructions to locals.
6. Providence theme (Jay LaCouture) discussion : Many ideas. **Josh and Jay assigned to workshop the Providence theme suggestions w/in 2 weeks, send to board for vote.**
7. Glenda: (Keith) I move **to amend the NCECA bylaws section 6.2 A (iv): In the interest of organizational stability, NCECA's board may approve a Presidential appointment for a one or two year term to provide for staggered terms of office for appointed or elected officers.** Motion passed unanimously.
8. Discussion of Flash programming: formally limit the speakers to short period of times. Focused smaller programming, put together in block. Professional Development spot has priority for 2014. Try Ted Talks format for Providence – invitational. PechaKucha artist lectures, luminaries in the field 20 sec/20 slides. Not for Milwaukee. Pod cast potential.
9. Adjourn Meeting: Paul, Kevin move to adjourn. Motion passed. 10:30 am.