

NCECA Board Meeting, May 25-27, 2011

Seattle, Washington

In notes below, **names** of responsible persons and **all motions** will be in **bold**.

Wed, May 25

**Keith** called meeting to order at 8:40 am

Present: Keith Williams, Patsy Cox, Steve Hilton, Linda Ganstrom, Rhonda Willers, Suzanne Lussier, Brian Kohl, Chanda Glendinning, Jeff Forster, Cindy Bracker Sturm, Marge Levy, Sam Chung, Wally Bivens, Glenda Taylor, Josh Green, Dori Neilson

**Keith** addressed the Board regarding history and professionalism, stating that responsibilities go beyond job descriptions to include reading and responding to e-mails, meeting scheduling requests promptly. Board members should anticipate Skype and phone conference for committees and full board. In June there will be budget meetings, with approval scheduled by mid-July.

**Keith and Jonathan will enter scheduled Board or committee meetings on a shared NCECA calendar and send the link to all Board members. (Note: the calendar listing upcoming Board meetings and conferences is already on the NCECA website)**

**Keith** sets agenda for board meetings according to by-laws.

**All Committees** are asked to assign a note-taker and send decisions and major points of discussion the secretary, **Glenda**. **Keith, Josh, and Glenda** will determine best way to share or post information to board.

Approval agenda was presented, amended as follows:

1. Accept the Board reports into NCECA's records.
2. Glenda Taylor to serve on Policy Task Force.
3. Laurie Popeck to serve on the Green Task Force
4. Establish and appoint a **Design Task Force** to help guide the NCECA Publications Director with NCECA branding, design expectations and timelines. **Members: Rhonda W., Linda G. & Keith W., Patsy C. and Josh G.** (ex officio). Term of Task Force shall not exceed 1 year.
5. Motion to cover conference airfare and hotel for OSCLs who come on will come on Board at the Saturday Board meeting after the conference.
6. NCECA will establish a general 'Per Meeting Expense Total' for Board meetings and conferences based on the governmental recommendations for each city in which we are meeting. These will include food, local transportation and communication. Receipts will be required, but specific amounts for each category will not be limited.
7. Approve the creation and use of a "Proud Member of NCECA" logo and link for all NCECA members to have on their websites. NOTE: This is not our 'seal of approval'.

**Rhonda** moved/Brian 2<sup>nd</sup> to **accept the above approved items**. Motion passed unanimously.

Items removed from approval agenda:

- Motion to reimburse **Wally's** and **Jeff's** airfares and hotel for Tampa as oncoming Board members, required to attend conference. **Wally** removed himself from the reimbursement, as his expenses were supported by Pottery Northwest. **Jeff** will be reimbursed. Consensus agreement to the amended item.
- Establish an NCECA Drop Box account for \$10/month for exchange of large documents. Discussion of free services for similar purposes ensued, including Googledocs, or using our Media Temple server. **Cindy** moved/Steve 2<sup>nd</sup>, to **refer motion to communications committee**. Motion passed. **Cindy** will assist **Steve** with immediate needs for program docs.

At 9:30, the Board moved to regular agenda

1. Critical Santa Fe: Josh: Lynette Jennings set up to video record the CSF event. She had no NCECA approval as there was concern over cost. NCECA has audio files of event. NCECA was asked to sign over all rights to video files to LJ, inc. NCECA wanted credit on products created, 30% of profit after costs met. Law support LJ, not NCECA as owner of video. Speakers did not sign agreements, crossed out portions of agreements re: content. We do own a number of audio recordings of presentations. We have some audio files and Donald Kuspit papers. This is on our website for members in CSF archive. Dandee Patee is transcribing/editing other presentation for posting. (See Josh's reports for details.) **NCECA needs policy for post-conference content (pod casts, etc...)** Content from CSF will be published in *Ceramics: Art and Perception* (expanded from conference presentation) with credit to NCECA. **For future: Include Pres. Appointees in conflict of interest agreements.** Move on and learn from our mistakes.
2. Big Ceramics Store owns nceca.com domain. BCS now directs nceca.com shoppers to both their store and to NCECA website as choices when entered. Harry Rosenthal advises that we have NCECA as trademark. We can pursue legal means to achieve ownership of this domain. **Brian** moved, **Cindy** 2<sup>nd</sup> that **Board take legal action to pursue ownership of nceca.com domain**. (Josh to discuss with Harry.) Motion approved.
3. NCECA Europe proposal: Supports NCECA "More than a conference" mission. Keith has been contacted by ceramics residency center in Europe to hold conference in Europe. Much to be determined yet. Josh, EC, will continue to explore. This will be a small event (200 people) in 2013. Organizers are seeking European support. **May be agenda item for fall.**
4. **Board Reports** – include upcoming plans/actions and goals for near future, priorities.
5. Exhibitions Issues – discussion let by **Linda**.
  - A. International Academy of Ceramics exhibition in Santa Fe. Discussion of scope, jurors, budget, shipping, etc. Event is in 2012. NCECA will create an exhibition as part of the conference, our contribution to the event. This will be a separate show, a U.S. exhibition, juried show –Linda recommends James Marshall, his colleague at S.F.Com College, and Linda as jurors. Use Juried Art Services, test our website for jurying process before using it for this purpose. Recommend that **Linda bring a proposal to the Board for vote later in the day.**
  - B. Where to host the Expo and Projects Spaces in Seattle – Dori, Marge, Linda continued discussion. Overall goals for CIE program and Exhibitions Program in general – Progress to date: 30 shows accepted, no venues left for large group shows, ephemeral works, or

- installations and process work shows; commercial galleries desire single artists, their own artists and sellable work). Need to develop a better guide to exhibitions to help our members navigate the exhibitions. Work with CM or make a special map or both. Use a blog, smartphone ap, have info in exhibit hall, we need to change info that goes into guide (e.g. no restaurants guides in big cities). We have agreement with CM, limits on words, ads, etc. Marge will work with local distribution channels to provide info and maps to exhibitions. Include those pubs in conference bags. **Chanda moved, Patsy 2<sup>nd</sup>, to refer overall issues concerning design of Guide to Exhibitions to design task force.** Motion passed.
- Discussion continued on the following points:
- C. Establishing standards that exhibitions must meet in order to be included in the gallery guide (approval of “host committee”.)
  - D. Rating system for exhibitions (for venue and for exhibitions perhaps.)
  - E. International entries for NSJE in 2014 - Milwaukee Art Institute wants to open NSJE to Canada. **Linda moved, Cindy 2<sup>nd</sup>, to include N. America in NSJE for 2014.** Linda will work out details. Motion Passed.
  - F. Catalog marketing and sales opportunities – further discussion postponed.
6. 50 Squared follow-up as led by **Rhonda and Patsy**: wiki page has been established, goal to have advisory group and also a legwork group to begin action for 50<sup>th</sup> celebration. Harriott Brisson is interested in continuing her work on history of NCECA. What should be the direction of ceramic history text, content? We will use the wiki to generate ideas, then review and recommend from those comments. Need to investigate funding for video, publication, etc. 50<sup>th</sup> celebration affects all aspects of NCECA: Development, office site, programming, etc. **Patsy hopes to have a proposal by fall board meeting.** Will need to identify people not on board to take charge of 50<sup>th</sup> plans. We have list of folks who may take roles as advisors and/or active leaders

lunch break

Reconvene at 1:20 p.m.

7. Conference Survey Review as led by **Cindy** - Largest portion of respondents were part time ceramic artists. Cindy provided a visual summary and printed one-page summary of responses. Cindy can provide more info from the survey for specific groups/activities/programs, etc. This was not a random survey. We should show the results to the membership. High response rate from members 589+ from 3500 registered attendees. First time attendees: have most questions that could be answered by info in program guide. Orientation booth, how to use the guide, are ideas that come from post-conference meeting with staff and from survey. Keith will respond to specific member comments/questions.
8. Houston Theme – **Jeff** - Refining traditions/renewing for the future. Board input included Energizing traditions, Energy: refinement and renewal, Ceramicsynergy, Earthen energy. Will need to develop logo/promo ASAP. Jeff will brainstorm and bring a theme proposal to Board on Friday.
9. Conference Planning update - **Josh and Keith** – spoke of promotional needs & timeline. Every project needs a timeline. Staff is working on developing timelines for various actions. Staff held de-briefing meeting following conference. Great info came out of this, including need for more info sharing among staff, share timelines for all. Will be helpful and shared with board. Registration needs to earlier, more user-friendly. Poster by early September.

10. **Rhonda** moved, Linda 2<sup>nd</sup>, to **reimburse travel to and from events on a mileage basis if the Board/staff member is delivering materials as approved by ED for conference purposes.** Approved unanimously.

11. Programming as led by Steve Hilton – Keynote, Distinguished lecture & Randall Session , demonstrators– Numerous names were suggested and discussed by board with decisions to be made later in meeting.

**Steve** moved, Cindy 2<sup>nd</sup>, to **change the start time from 8:00 am to 9:00 am.** Consensus agreement. We could use the time for other meetings, “early bird special” topical discussions.

**Steve** moved, Marge 2<sup>nd</sup>, to **drop video presentation room from the program.** Could be part of youtube channel. Consensus agreement.

Steve moved to drop the K-12 presentation room from the program. (no second) Motion died. NCECA board is responsible for quality of programming. Need is confirmed by survey.

**Steve** moved, Chanda 2<sup>nd</sup>, that we **keep a room dedicated to K-12 programming, with the programming become responsibility of the NCECA board.** Motion passed unanimously.

12. Future conference site possibilities: led by Dori and Patsy - 50<sup>th</sup> anniversary conference sites include a number of cities that have hosted the NCECA conference in the past. **Be prepared to choose top three: vote on Friday.**

13. Donation for Japan – do after budget discussion on Friday.

14. Return to **IAC Exhibition proposal by Linda:** IAC Santa Fe exhibition: juror \$1000, catalog for 50, \$11500: Revenue based on 500 entries: Profit to NCECA \$12500, \$5000 to JAS. Linda: Move that we accept proposed plan and budget for IAC in Santa Fe 2012. Friendly amendment by Chanda to change fees to \$25/35 second by Patsy. Budget details as follow:

\$11,500 overall number

\$1,000 juror

\$2,500 catalog design and production for 250 CD catalogs

\$1,000 print catalogs

\$1,500 print catalog for artists

\$500 reception cost

\$5,000 Shipping reimbursement

Hoping for \$10K revenue through entries.

**Motion passed**

Meeting in recess until Thursday 8:00 am.

#### **Thursday, May 26**

8:00 Call out of recess, all from yesterday present

15. Continued Program discussion led by Steve: Need to cut 85+ proposals to 30-35. Prioritize in different ways, such as thread, type of presentation, and quality of speaker.

Discussion continued all morning and into the afternoon with recommendations from board members according to assigned tasks. Steve will take recommendations and put together a tentative program schedule for Seattle, and bring back to board on Friday for more input and approval.

Other actions:

16. **Brian** moved, **Cindy 2<sup>nd</sup>**, that **NCECA allow for the distribution rights for *The Spirit of Ceramics, Linda Arbuckle: Fresh Color on Clay* be given to the National Educational Telecommunications Association (NETA)**. The distribution language reads as follows: Unlimited use for three years beginning 7/11/11; SCH/concurrent with broadcast; VOD/30-day; and non-commercial cable rights. **A \$100 budget variance is required** as a one-time fee under the condition that the presenting station (WUFT) not pay this fee. **Consensus approval.**

17. Communications Committee discussion of policies for Facebook, Twitter, YouTube, web location for NCECA Podcasting, GTF webpage, was led by **Brian** and **Chanda**. Major concerns are as follows:

- Should we list all clay events on website vs. just member events?
- Live streaming of conference
- Facebook: censorship? If post is primarily for personal gain, commercialism, should we post it? Value of Youtube and Facebook is to collect audience. Both should advance the NCECA mission. From time to time administrators may remove posts deemed inappropriate. "We reserve the rights to delete posts that do not support the mission of NCECA in the opinion of the administrators."
- Twitter – posts can only be entered by NCECA reps. **We may need a procedure description. Guides established? (Cindy, Chanda)** Get info about our followers and who we follow.
- PodCasting: **Brian** has offered to post our podcasts on a site not hosted on our server. We need to get this to our official website. **We need to move podcasts and green task force webpage into our site. (Brian, Jonathan)**

**Communications Committee tasked with recommendations for housing podcasts, gtf home.**

Board meeting recessed at 4:45.

### **Friday, May 27**

8:00a.m. - call out of recess – all present as before with **Lee Burningham**, NCECA treasurer, via skype and **Helen Anderson**, NCECA bookkeeper in attendance.

18. Houston Theme vote – CeramicSynergy:earthenergy – refer to local team for refinement (**Jeff**)

19. 8:05a.m. -Budgeting Process, Strategic Priorities, Timeline and Assignments as led by **Helen, Lee, Josh** and **Keith** –

Strategic Plan: add priorities to budget

Board should familiarize themselves with budget of past and with Strategic Plan. Propose budget based on best case, be prepared to whittle down.

**Helen:** explained the budget process is project based, with project managers

Project managers will get spread sheets for budget planning in early June. Theses will include YTD for 2011, annual budget from last year, variance, input column for projected expenses for next year.

Request return by June 17, then finance committee meetings with project managers. June 27-July 8.

20. Discussion about Expo and Project space becoming part of Exhibitions. Expo should be part of the conference budget like commercial exhibitors. Nexpo should stay in Exhibitions (revenue goes into FAD), Money from restricted endowment is not part of budget process.

Keith characterized current status as “healthyish” due to income from endowment and not spending some large expenses from last fy budget.

Cindy – Move that the Expo be moved to its own top-level budget item, 2<sup>nd</sup> Brian. Motion defeated.

**21. The following budget line adjustments were approved, persons responsible are after each motion:**  
Cindy – **Move that Expo be moved to conference budget** – 2<sup>nd</sup> Chanda – **motion carried (Cindy, Helen, Dori)**

Brian – **Move that GTF be given a project budget for 2012**, Suzanne 2<sup>nd</sup> – **motion passed (Brian, Helen)**

Linda – **Project space budget be moved to general conference budget**, 2<sup>nd</sup> Marge – **motion passed (Linda, Helen, Dori)**

22. Keith – as we move forward, we will need to set priorities, seek new funding, to support strategic plan. Encourage overall view. Future needs: Development, website improvement, **Development budget will fall under Josh, Keith & Glenda. Marketing should have its own budget. (Josh and Keith). Web budget advised by Brian, Keith.** 50<sup>th</sup> planning has a budget line for planning.

**All Board members: Spend time with budget to envisage needs/plans for next 5 years.**

23. **Linda and Cindy will work with staff for Project space and Expo. Keith and Joe Molinaro will work with staff on China reciprocal event, Shared Journeys II. Linda will be responsible for Arvada Center, IAC exhibition. Rhonda will handle Nexpo budget.**

24. Discussion of % of revenue from conference merchandise sales to benefit Japan: \$32,000 from merchandise sales, guesstimate of bottom line of approx \$21000. Cindy moved, Marge 2<sup>nd</sup>, to donate \$4000 to Japan relief. Helen – needs bottom line for year to determine year- end numbers. **Motion withdrawn until numbers are known. Will need further action to meet promise made at conference.**

9:45 – Lee checked out of skype session.

25. 2 year office lease proposal led by Josh - Recommends 2-year office lease for 1<sup>st</sup> floor office space in same building. Glenda, Patsy 2nd: **Move to accept Josh’s recommendation to take 2 year lease and move downstairs in same building in Erie.** Motion passed. (Staff) May cost around \$2000 to move.

10:10a.m. -Break (check out of sleeping rooms)

26. 10:30 – resume meeting - Steve: presented tentative program schedule. Board made a few suggestions that Steve noted.

Programming Finalization: Marge, Brian 2<sup>nd</sup>, moved to approve tentative program as presented and allow Steve to proceed to finalize the program. Keith suggests that **Wally, Marge, Steve suggest names for final speaker. Board rank and return to Steve for securing closing lecture.** Investigate possibilities

for "Process Room." **Wiki page will be created to discuss Ai WeiWei matter** for discussion of ramification of invitation to NCECA conference.

27. 11:20 – Exec Session –to discuss personnel matters. Rhonda, Brian 2<sup>nd</sup>, moved to **approve the 6-month review and assessment of ED. Motion passed.**

28. 11:30a.m. – out of exec session – **Affiliation agreements: ACC, AIAC** – We have affiliation agreement with American International Academy of Ceramics. There was no will to grant affiliation agreement with American Craft Council at this time.

29. 50<sup>th</sup> Anniversary Task Force: Rhonda & Patsy – strategies and coordination needs – site, use wiki to collect info, have Board members refrain from comments for about a month. Rhonda and Patsy have two committees they are forming: working committee and advisory committee.

30. Steve moved, Brian 2<sup>nd</sup>, to accept top 3 cities according to Board vote. Motion passed. **Dori will check out the cities.**

31. Glenda, recording secretary, left at 12:30 to catch a plane.

32. Meeting adjourned 1:30 pm.

**Addendum to minutes:** The following motion, made by Glenda, 2<sup>nd</sup> by Cindy, was approved via Survey Monkey vote as of June 6, 2011:

**"I move that NCECA provide the final promised \$5000 to fund the reciprocal China Symposium to be held fall of 2011 at WVU. This money should be expended in this FY (2011)."**

Minutes respectfully submitted by Glenda Taylor, NCECA Secretary, June 15, 2011.