

Minutes of NCECA Board meeting October 27-29, 2011, Houston, TX

Thursday, Oct 27, 2011 Meeting

Call to order 8:45 am

Present: Jeff Forster, Marge Levy, Chanda Glendinning, Suzanne Lussier, Sam Chung, Cindy Bracker Sturm, Brian Kohl, Linda Ganstrom, Steve Hilton, Lee Burningham, Glenda Taylor, Keith Williams, Patsy Cox, Dori Nielson, Kate Vorhaus, Josh Green, Rhonda Willers via Skype

Agenda– Cindy moved, Brian second, that Board meeting agenda be approved as distributed by Keith – motion passed.

Approval Agenda – Item B “Selection Committees for Emerging Artists, International Residencies and Graduate and Undergraduate Fellowships shall consist of one board member and two NCECA members at large with recognized expertise in the field” was removed from Approval Agenda.

1. Item A of approval agenda: “**Volunteers to NCECA will remain eligible to participate in NCECA sponsored programming and for NCECA sponsored awards**” was moved by Cindy, second by Brian, Passed.
2. Item B of approval agenda was amended to read, “**Selection Committees for Emerging Artists, and Graduate and Undergraduate Fellowships shall consist of one board member and two others with expertise in the field.**” Friendly amendments were accepted by Glenda, originator of motion, and seconder Cindy. Motion passed.
3. Board members presented key points of their submitted written reports of actions since last May. **Lee and Josh** spent considerable time educating the board about our current financial status, restricted funds, unrestricted funds and temporarily restricted funds, and the appropriate use of the term “Endowment.” We have a board policy of keeping \$1 million in our investment portfolio, we have \$183,853 in true endowment funds, and we operate on annual budget of approximately \$1 million. At any time our investment portfolio may grow or shrink depending on investment activity, revenue and expenses, but the policy of maintaining one million in this investment portfolio remains.
4. **Affirmation of Patsy Cox presidency** – by constitution and by-laws the Pres-elect must be confirmed by vote of board. Marge moved, Cindy second to affirm Patsy’s presidency. Passed Unanimously.
5. Keith reported on **NCECA.com domain name** matter. He is confident that this issue will be resolved shortly.
6. Patsy moved (Lee second) to accept her nomination of **OSCL for 2014**.

7. **Dori presented information about conference cities in consideration for 2016 – 50th** anniversary conference. No decision was made. It is desired that pres-elect candidates be informed of major points of consideration and weigh in on this decision. The vote will occur via SurveyMonkey.
8. **Josh** presented information about potential new developments for the **Emerging Artist** program, based on Grant proposals. When we learn of grant decisions, more specifics will be shared.
9. **Josh** reported highlights of “**Shared Journeys II**,” the International event co-sponsored by Jingdezhen Ceramic Institute, West Virginia University, and NCECA. Positive results and areas for improvement in such international ventures were included.
10. It was moved by Marge/second Steve to go to executive session to discuss staff matters. Passed.
11. Cindy moved, Brian second to close executive session. Motion passed.
12. **One matter of note for current board members:** As a matter of policy adopted by previous board, all official **NCECA business cards** are to be printed with only official NCECA contact info, no personal images or information. Reverse side may contain NCECA information in alternate language.

Meeting was in recess at 5:00 p.m. until 8:30 am on Friday.

Friday, October 28, 2011

Patsy reported on Nominations Committee activity and brought forward names for board consideration. Nominations Committee members were: **Patsy, Sam, Susan Filley, and Robert Harrison.**

Fellow of the Council, award for outstanding service to NCECA. **No nominations** were submitted, no names brought forward for consideration.

Honorary Members, award for significant contribution to the ceramics field. Nominations brought forward are **Don Reitz, Ruth Braunstein.** Marge moved, Cindy second to approve. Motion passed.

Steve suggested that NCECA have info about all honorees on our website. **Sam** will forward nomination letters to board.

Excellence in Teaching – Jack Troy (Juniata) and **Chuck Hinds** (U of Iowa) were nominated for this honor. Sam moved to approve, Jeff sec. Passed.

Outstanding Achievement - those who have completed a singular project that has significantly contributed to the field. Patsy moved, Marge second to approve **Bill Strickland** for Outstanding Achievement. Passed.

Regional Award of Excellence – On Site Liaisons responsible for nominating 2 locals for this award. **Marge** will forward names to Board for e-vote.

Open Board Positions – Nominations committee brings forward names, Board approves 2 names for members to vote on at Conference.

Director At Large – Garth Johnson and Stephen Wolochowicz were recommended by Nom. Com. Patsy moved, Chanda second, to approve these candidates. Passed

President Elect –By-laws stipulate that 2 names be presented to the members for voting. This position is not open to nominations from the floor during the members’ meeting.

Cindy moved (Patsy second) to approve the nomination of **Deb Bedwell as Pres Elect**.

Linda requested that we suspend the vote until more information could be gathered from committee members not present.

Board discussed **e-voting for President-elect in 2012**. Josh reported that he has investigated services that will handle e-voting. Keith requested more information from our parliamentarian Harry Rosenthal, regarding time period for voting, and whether e-voting is allowed by our by-laws.

Motion: Patsy (Linda sec) moved to institute electronic ballot for the Seattle Conference for the position of President-elect. Motion passed.

Nominations committee noted: It would be easier to gather info about candidates if submitted through a **standardized form from our website**, as it is with other NCECA programs such as emerging artists, student fellowships. **Staff** will develop such submission form for honors.

Glenda/Josh – Development Committee activity: Plans are underway for Annual Giving campaign to be initiated before calendar year end. Keith, Dick Wehrs, and Josh have created a draft case statement for fundraising. **Importance of Board giving was stressed**. After Annual Giving Campaign is introduced through NCECA newsletter or e-blast, **Board will be asked to contact individual members** to make personal contact re: charitable giving to NCECA. Board will need case statement and answers to FAQ re: giving to NCECA prior to making contacts.

Glenda moved/Brian second that the Board authorize the Development Committee to proceed with the Annual Giving Campaign. Motion Passed.

Josh reported on Grant activity. 5 grant apps have been created in less than a year. Helen is more involved in developing budgets for grants. Kate is also helping with grant writing.

Lunch 12:00-1:30

Board returned to conversation on nominations. Patsy moved (Lee second) to nominate **Paul Wandless** for **Pres elect position**. Passed

Deb Bedwell and Paul Wandless will be the two Board nominees for President Elect in 2012.

Rhonda (via Skype) led discussion of **50th anniversary celebration** plans. Major points included the following: Patsy, Josh, and Rhonda have talked about formation of committees. They have drafted communications for potential members, including Working and Advisory groups. Committee responsibilities have been defined. Rhonda will forward timeline for planning process to board. Josh condensed the suggestions from Tampa meeting into 6 “big ideas” for celebration. 1. Production of history book, 2. Video documentary, 3. Collection of oral histories and member stories 4. More robust website to disseminate stories, 5. Large clay-centered social activist project, and 6. Rigorously curated conference program that provides deeper investigation into our historical contexts and site location(s).

Goals for Development **fundraising related to 50th anniversary** will need to be specified. There is also need to **organize NCECA Archives**, now housed at Alfred. There has been some interest from Penn State School of Education to organize records into searchable archive. The project will require funding. PhD candidates in Library Science or Education could work on the project. Steve moved that we allow personal art images on the back of NCECA business cards. Second – Linda. Marge recommended that business card be printed on one side with matte back, plain. Cindy recommended that the back of the card be at discretion of member. Steve removed his motion from the table. **The policy remains for one-sided card with possible second language on the back. Josh will instruct Marko.**

Steve moved, (Lee second) to **select plenary speakers** (closing , keynote, and distinguished speakers) at the fall meeting. **(18 months out)**. Passed

Josh, Lee, Keith returned to discussion of financial terminology/policy. Proposing: **NCECA has an “Investment Portfolio” and a policy of holding \$1,000,000 in reserve.** We use these terms to describe our investment portfolio that will not be used under ordinary circumstances, but not truly restricted as an endowment. We have \$183,853 in restricted endowment funds. We have 1+ million in our investment portfolio.

Strategic Plan Update: As a living document, the Strategic Plan should be reviewed and updated. The Strategic Plan is not on website. Who should edit and update, remove “draft”? Consensus that entire document be posted with editing for accuracy. **Josh/staff will edit and post.**

Cindy moved to amend agenda to include **Expo discussion.** (Marge second.) Motion passed.

Exhibition venues discussion included the following major points.

Linda – desire is to attract the best quality exhibition spaces for our shows, such as museum spaces where audiences go expecting an art experience. Advantages: Museums have docents which extends our educational outreach. Museum exhibitions enhance the reputation of artists in our fields, allow ceramics to exist beyond the sphere of ceramics only, and provide dialogue with artists working in other fields. Museums have large areas for storage, expertise for packing, handling, and exhibiting longer shows. Museums have insurance policies. Costs: Museums have professional expectations (packing), set-up, return shipping, and it is expensive to include art stars. Museums want to make money, art stars require monetary support for

exhibition. Museums expect catalogs, use sales to generate funds for museum. Trust issues occur based on past reputations of shows, artists involved, jurors, exhibition director. Museum Director may change. Museums take a great amount of lead time. Artist reps also charge for the art stars. Is the Museum setting in the best interest of NCECA/ceramics? Museum culture is changing. Critical thinkers and writers are now working as curators. These people will function as jurors or co-curator.

Exhibiting the 2013 Biennial at the Houston Center for Contemporary Craft will allow promotion of the field and recognizes the institution's contributions to the field.

We should consider availability of appropriate space for exhibition when investigating conference site. Suggestion that Exhibitions Director should visit earlier, and work with conference planner in investigation of exhibition space. Need to lock in exhibitions sites before locking in the 50th conference.

Considerations: \$50,000 budget. Catalogs, entry fees are expected by Museums. Costs about the same at Galleries and Museums. Different problems at each type space. Future may require staff support to arrange for exhibitions, handling, insurance, shipping, etc. NCECA may work with contracted curator. Strategic planning for new office home may include site that could host a major exhibition.

What about concept of juried show? Linda: harder to sell to museums, less prestigious than curated show. Emerging Artist exhibition could become the 3rd major sponsored exhibition. Juried exhibitions are not likely to be included in Museums in the future.

Cindy move to recess until 8:00 tomorrow, Brian second – passed.

Saturday, October 29, 2011

Meeting called out of recess at 8:15.

Expo discussion: We currently have 2 applications plus one expected and one “in the mail.” Total of 4. Budget neutral only if full (8). Cindy would need to recruit more galleries to break even. Linda feels it is part of our educational mission to show professional sales opportunities (Galleries) to beginning artists. Options: 1. Keep in convention center, 2. Cancel for this year, 3. Move to Design Center.

Argument for keeping in the Convention Center: Informal meeting space, lead people into project space.

Design Center: Allows more project space at Convention Center, allows more time for Galleries to sell at Design Center, but requires more time commitment from Galleries. Less expensive for Galleries – no drayage, no shipping of our walls/lights. Moving Expo to Design Center will compete with conference for attendance.

No changes were made to the Expo format. Cindy will work to recruit more galleries.

Collectors’ Tour – Seattle: Sunday through Sat. Tuesday eve – opening of Expo and Design Center – **Board members will need to be there.** Wed – **Emerging artists will need to attend reception at Slipman condo before attending opening of conference.** Marge answered

questions: 1. What support from NCECA is needed? 2. In past, similar tours have cost NCECA a lot, with little benefit, what's in it for us?

Built into fees is contribution for scholarship @\$250/person. Participants will get to know key artists, leaders of NCECA. Collectors will get connected with the field. Marge will have people to accompany the tour. Collectors are being recruited. Marge is working with people in other cities, notable collectors, and friends. Support needed: Will need to create a new category for registration for this event: \$1500 for the week. Marge wants to be point of contact for registration and payment. Tax exemption for out of state? **Josh, Kate, and Marge will work together on details of payment/registration of participants in Collectors' Tour in Seattle.**

Passed Masters - "Eulogies" is an educational opportunity as well as honors significant contributors to the field. Should we have a review process? How to choose those honored? Form a committee to select those to remember in this program. Specify timeline for inclusion, format for "nomination," include info in the Journal, not program guide.

Lee moved (Steve second) to establish a review committee for Passed Master presentations, based on calendar year, with Past president as chair, and including two other members. The committee will work with staff to create format for "nomination."

Curatorial/critical developments – Josh led discussion of key points re: ceramics critical activity: After CSF, board has made a commitment to critical content for conference programming. Suggested a "state of the field" presentation for update in curatorial field. Ezra Shales, Namita Gupta Wiggers are potential contacts, contributors. Select someone to fill this slot. Could be connected to juror activity for biennial. NCECA needs to invigorate the field of ceramic criticism. How to pay for this? Should it be considered as a plenary presentation? "State of exhibiting ceramics". **Steve and Josh will investigate.**

Merrie Wright joined meeting via Skype to join discussion of Houston conference.

Jeff moved to pursue **Edmund De Waal as keynote speaker for Houston conference** (Patsy second), providing he agrees to our budget and conditions, **Steve will pursue securing him for Houston.** Passed. Grayson Perry is the choice as backup for keynote Houston.

Jeff will bring regional award names, closing lecture ideas, music ideas. If names for various program aspects come forward and need to be secured prior to May Board meeting, Jeff will contact Steve, and board can vote on-line.

Josh - **Website updates:** Re-design progress. \$15,000 was budgeted towards the project this year, \$15,000 for next year. Need a team to work on goals for first 6 months, next 6 months. We will need people for this task force who are both tech savvy and familiar with our strategic plan. Task force should assure that we get what we pay for. Need to include those who are doing NEW stuff with websites. Our website should be the "front door" of our organization. Brian, Cindy, Chanda, Kate, Richard Burkett, and Garth Johnson are suggested names for the task force. It was suggested that update to website include functions similar to Facebook, Twitter, UTube, as well as blogs and discussion groups. Including only 1 or 2 board members on the task force will allow for volunteerism and reduce time constraints on board members.

Keith requests permission to defer selection of task force to Josh. Keith will then follow up with formal process of approval.

Future Regional events: Regional events should have lasting benefit for NCECA and help meet our strategic goals. Discussion took place on strategic direction of partnerships, affiliations and exhibitions. Venue attributes to insure success were entertained.

Meeting adjourned at 11:30, due to members departing for flights. Conversation about regional events continued, but no action taken.