

**NCECA Executive Committee Meeting
Tuesday, June 4, 2019
Marriot Richmond, Richmond, VA**

In attendance: NCECA Board Members Brett Binford, , Mary Cloonan, Holly Hanessian, Reena Kashyap, Jill Oberman, Pete Pinnell, Rhonda Willers, and Tony Wise; and NCECA staff Helen Anderson and Josh Green.

4:40 pm the meeting was called to order by NCECA President Holly Hanessian.

The Executive Committee met to discuss the full Board meeting agenda, and to streamline upcoming discussions of certain topics with the full Board, including NCECA Branding and the proposed 2019-2020 budget.

Branding: Josh Green

After a strong positive reception to our Minneapolis NCECA 2019 theme, Claytopia, the EC discussed the pros and cons of moving forward with the idea of rebranding each NCECA conference with "Claytopia". There would be budgetary implications for legal fees, likely between \$3000-5000.

The appeal of rebranding to Claytopia is that it is more direct, less nationalistic, and easier to explain than NCECA. It would also give the organization more of an identity outside of the conference. If we do move forward, NCECA would start using Claytopia branding casually, until the trademark was secured. The EC agreed to bring this discussion forward to the full board.

2019-2020 NCECA Budget: Helen Anderson, Reena Kashyap, Josh Green

NCECA Accounting and Finance Manager Helen Anderson summarized the budget, and highlighted changes from last year. She explained that the budget projections were calculated using a 4 year running average of our actual income and expenses.

The EC discussed increasing the multicultural awards from 16 to 20, establishing an exhibition opportunity for past multicultural fellows, day pass options for resources hall access, a needed review of membership, vendor, expo fees, and creating new opportunities for international exchange.

The EC agreed to add \$10,000 to a special exhibitions budget to create an exhibition opportunity for our past multicultural fellows, and committed to work to raise funds to make this program sustainable into the future, with a possible start date of 2020.

The EC also agreed to add \$3750 to create a third international residency opportunity, ideally to host an international artist to travel to the US.

The EC also created a task force for membership fee review with Reena Kashyap and Brett Binford.

EC Motion: to bring the proposed 2019-2020 budget to the full board for approval, motion by Rhonda Willers, second by Brett Binford. The EC voted all in favor, none opposed, no abstentions.

7:11pm the Executive Committee meeting was adjourned by Holly Hanessian.

**NCECA Full Board Meeting
Wednesday, June 5, 2019
Marriot Richmond, Richmond, VA**

In attendance: NCECA Board Members Brett Binford, Mary Cloonan, Julia Galloway, Holly Hanessian, Marsha Karagheusian, Reena Kashyap, Kelly Kerr, Jill Oberman, Pete Pinnell, Ashlyn Pope, Lauren Sandler, Zach Tate, Jeff Vick, Rhonda Willers, Tony Wise, and NCECA Staff Members Helen Anderson, Josh Green, and Dori Nielsen

Absent: Eliza Weber

9:00am NCECA President Holly Hanessian called the meeting to order and welcomed everyone.

Board meeting procedures: Jill Oberman

Board Secretary Jill Oberman briefly explained logistical information to new board members concerning making motions and voting procedures, the use of a consent agenda, and introducing new business.

Strategic plan: Josh Green

Josh reminded new and old board members to consider our new strategic plan as we prioritize and consider new business. Our plan takes us through 2020, and the board can vote to extend it to help accomplish our goals.

Board members were encouraged to reference the strategic plan and specific plan goals when compiling future board reports.

International Residencies: Julia Galloway

Julia Galloway presented a brief report on our international residency program. NCECA currently supports 2 international residencies annually, offering \$3750 to 2 NCECA members. These funds are then matched by the international residency host. This likely does not cover all expenses, but helps a few artists a year to travel internationally.

Julia suggested that NCECA add a 3rd international residency opportunity, offered to an international artist to travel to the US. This model might have a broader reach and impact more NCECA members. She also suggested that NCECA create a new international fellowship, offering a more substantial amount (perhaps \$8000) which would give an artist

an opportunity to fund a bigger proposal. This might attract more advanced artists to this program, and in turn give increased exposure to the smaller grants that NCECA offers.

Josh shared that the international residency program was initially established to help the international organizations, and to build international affiliations. Perhaps that mission has been met, and it is time to change our model. If artists were to apply to NCECA directly for funds, like an international research grant, this would be much simpler, more direct, and would likely attract more applicants.

Julia agreed to reach out to our international residency host organizations for more feedback from them. She will also meet with our next DAL (elected after her term is over) to keep this idea moving forward.

Budget: Helen Anderson, Reena Kashyap

Helen Anderson shared that the NCECA financials look really solid, and that the budget is created by looking at a four-year average of income and expenses. It is also tied to the goals set out by our new strategic plan. She then presented a brief overview and break-down of the proposed budget for the full board. There was additional discussion on increasing funds to cover return shipping for the annual, support for a multicultural fellowship exhibition, funds to hire a Marketing/PR consultant, and other small changes from the last year's budget.

Motion: to approve the proposed 2019-2020 budget, moved by Brett Binford, second by Pete Pinnell. The full board voted all in favor, none opposed, no abstentions.

Exhibition Director Update: Brett Binford

Exhibitions Director Brett Binford reported on the progress of exhibitions for 2019 and 2020, and the start of planning for 2021 and 2022. His committee had just completed reviews of the Concurrent Exhibitions for 2020 (application deadline had been rescheduled for after conference this year). 2020 is in great shape, and plans are moving forward for Cincinnati 2021.

Task Force Update: Holly Hanessian

Holly updated the board on the progress of the Diversity Task Force and the Green Task Force.

The Diversity Task Force recommended adding an inclusive sentence to our mission statement, they are still wordsmithing a full "Statement of Diversity" that can be linked on our website alongside our Harassment Policy, and our Green Initiatives. Josh Green and Lauren Sandler will work on the wording of the mission statement for full Board review at our October meeting .

Suggested action items are being implemented, including non-gendered bathroom signage at conference, gallery ADA accessibility compliance noted in gallery guide, expanding our

multicultural fellowships, increased visibility of diverse artists highlighted at conference, and increased inclusivity for all conference programming.

The board also discussed adding preferred gender pronouns to badges, or by offering a button that conference attendees could simply pin on to show their preferences and support.

The Green Task Force has had oversight in making improvements to our actions during conference, and the Board would like to see this task force help to educate our members on more green initiatives that could be implemented and sustained in our own studios. Zach Tate agreed to provide Board leadership and presence to this committee.

Communications Director Report: Tony Wise

Communication Director Tony Wise has been working on organization a timeline and making a cohesive plan for all NCECA communications. He would like to see our social media and communications used all year, and in support of our calls for proposals, and other year-round programming. He is also working with a professional video editor to create a template for our videos from conference to be easily and efficiently upload to share with the public.

Richmond 2020 Conference update: Onsites Kelly Kerr and Jeff Vick

Co-Onsite Liaison Jeff Vick reported on the recent jurying of the Concurrent exhibitions. Local community awareness is growing, they have an education committee working to determine how to best incorporate local schools, community colleges, colleges. They have also been engaging with local veterans and with the VA to involve the Vet community with the conference.

Co-Onsite Liaison Kelly Kerr added that the community is really engaged and excited, and new ideas are coming together daily.

Programming and Proposal Reviews: Mary Cloonan

The Board began discussion on conference proposals to establish programming for the 2020 Richmond conference. Program Director Mary Cloonan led the discussion, guiding the Board to select the strongest, most relevant proposals submitted. There was a lot of impassioned discussion about each of the proposals, as well as our method used to make our selections. Each Board member was required to read and assess all proposals, and to work in small groups to evaluate selections of proposals before the meeting in hopes of streamlining the selection process.

Nominations: Rhonda Willers

Board Steward and Nominations Committee Chair Rhonda Willers reminded the board of our upcoming board vacancies. Individual board members will help write blog articles to help advertise and explain their roles in board service to help communicate with our membership about these positions. Our bylaws require soliciting names from our membership, so we will do that in a blog post as soon as possible.

Upcoming nomination roles to fill,

- Steward of the Board (2 year term, begins in Richmond 2020)
- President Elect (4 year term/presidential cycle begins in Cincinnati 2021)
- Secretary (3 year term, can be renewed for a second 3-year term, begins in Richmond 2020)

Moving forward, the board agreed, as per our bylaws, that Pete Pinnell, currently as President-Elect, will take over as Chair of the Nominations Committee.

4:26 pm the meeting was recessed by Holly Hanessian

**NCECA Full Board Meeting
Thursday, June 6, 2019
Visual Art Center, Richmond, VA**

In attendance: NCECA Board Members Brett Binford, Mary Cloonan, Julia Galloway, Holly Hanessian, Marsha Karagheusian, Reena Kashyap, Kelly Kerr, Jill Oberman, Pete Pinnell, Ashlyn Pope, Lauren Sandler, Zach Tate, Jeff Vick, Rhonda Willers, Tony Wise, and NCECA Staff Members Josh Green, Tammy Lynn and Dori Nielsen

Absent: Eliza Weber

9:00am NCECA President Holly Hanessian called the meeting to order.

Cincinnati 2021 Conference update: Onsite Liaison Marsha Karagheusian

Plans are well underway for NCECA 2021 Cincinnati, and local planning committees have been brainstorming ideas for a keynote speaker, closing speaker, Randall Session artist, and dance band.

Marsha reminded us all that the closest airport to Cincinnati is in Kentucky (Cincinnati/Northern Kentucky International Airport: CVG). Tony Wise will oversee a blog post to communicate this to our members.

Branding: Claytopia

The full board discussed the pros and cons of trademarking “Claytopia” to use as the identity of our annual conference, alongside an annual location-based theme. After much discussion, including the origins of the word back to Thomas Moore, and acknowledging that language is fluid, and meanings shift, the board was concerned that “Claytopia”, while more descriptive than “NCECA”, perhaps has connotations that we do not want to be connected to. Discussion was postponed to allow for further consideration later.

Programming Continued: Mary Cloonan

Programming discussion continued, including panels, Demonstrating Artists and Maker Space Artists.

5:15 pm the meeting was recessed by Holly Hanessian. A reception for Board Members and Richmond conference volunteers was held at the Anderson on the VCU campus following the meeting.

**NCECA Full Board Meeting
Friday, June 7, 2019
Marriot Richmond, Richmond, VA**

In attendance: NCECA Board Members Brett Binford, Mary Cloonan, Julia Galloway, Holly Hanessian, Marsha Karagheusian, Reena Kashyap, Kelly Kerr, Jill Oberman, Pete Pinnell, Ashlyn Pope, Lauren Sandler, Zach Tate, Jeff Vick, Rhonda Willers, Tony Wise, and NCECA Staff Members Helen Anderson, Josh Green, and Dori Nielsen

Absent: Eliza Weber

9:00am NCECA President Holly Hanessian called the meeting to order.

Programming Continued: Mary Cloonan

Programming discussion continued, including results of our 2-days of evaluations, Demonstrating Artists, the Closing Speaker, the Round table discussion with our keynote, the Make-In Space, and briefly Clay Conversations and Student Interests. We also discussed how to best programming panels to avoid programming similar interests at the same time.

Future Conference Sites

The Board had already begun working on future NCECA conference host cities, and discussion continued for 2022-2025 and beyond. (city selections to be announced at a future date).

Cincinnati theme revisited

Onsite Marsha Karagheusian shared local committee brainstorming ideas for the conference theme for Cincinnati in 2021, and the board agreed on ***Rivers, Reflections, Reinventions***. This allows for environmental context, refers to Ohio landscape, and looks backwards and forwards at the same time.

Branding, Claytopia discussion continued

After another in depth conversation, the board felt that at this time there was not enough Board support to pursue the Claytopia trademark. The Board did agree to do more thinking about our identity moving forward, and to investigate how to best achieve our goals as we strive to expand NCECA. A Branding Committee task force was created, with member Brett

Binford, Rhonda Willers, and Tony Wise, to discuss ways to achieve this, and bring back a recommendation to the full Board for our fall 2019 meeting.

Dates for Oct Board Meeting Cincinnati

- EC meets Oct 23, 2020 4-7pm ish
- Full Board meets Oct 24 and 25 all day until 5pm

The meeting was adjourned at 4:47 pm by Holly Hanessian.

Minutes respectfully submitted by Jill Oberman, NCECA Secretary
July 4, 2019