

FULL NCECA Board meeting

March 10, 2020

RingCentral

Present: NCECA Board Members Holly Hanessian, President, Moderator; Pete Pinnell, President-Elect; Rhonda Willers, Steward of the Board; Brett Binford, Exhibitions Director; Mary Cloonan, Program Director; Jill Oberman, Secretary; Julia Galloway, DAL; Lauren Sandler, DAL; Zach Tate, DAL; Ashlynn Pope, SDAL; Eliza Weber, SDAL; Kelly Kerr, OSCL Richmond; Jeff Vick, OSCL Richmond; Marsha Karaghesian, OSCL Cincinnati; Lisa Merida-Paytes, OSCL Cincinnati; Alex Hibbitt, Secretary-elect; Merrie Wright, Board Steward-elect; Nancy Servis, OSCL Sacramento. NCECA Staff Josh Green, Executive Director; Helen Anderson, Finance and Accounting Manager.

Absent: Reena Kashyap, Treasurer

The meeting began at 7:06 EDT

The Board met to discuss cancelling the 2020 Richmond NCECA Conference due to world events concerning COVID-19.

Josh briefed the board on actions that had been taken by the staff and Presidential Cycle in the last few weeks. There has been daily contact between them all.

Josh also spoke with Cornelia Carey, the Executive Director of CERF+, who shared a link to a training webinar that all NCECA staff participated in. This helped clarify questions to ask the Richmond Convention Center, how to prepare, how to communicate with attendees etc.

Josh has also been in contact with Mike Meyers, the General Manager of the Richmond Convention Center (who also participated in the webinar), as well as Risk Management Specialist Ann Irvin (who has worked in Hospital Management and Insurance, Malpractice. She is not a doctor or attorney, but has a lot of experience) to consult on our contract with the Richmond Convention Center.

In addition, Josh contacted Catherine Coleman from Morgan Stanley (Tanya Merchant was unavailable). The call was reassuring, given the circumstances, and Catherine was calm and empathetic. Helen Anderson was also on the call with Catherine, and added that Catherine gave NCECA a lot of confidence, and advised NCECA not to make any changes with our investments at this time, as our portfolio is set up in the best way to handle this crisis.

Josh recently found out that one of the NCECA staff and her partner may have flu symptoms, and they may have the COVID-19 virus. They have recently been participating in training alongside other NCECA staff and volunteers, and are currently self-quarantined. This personalizes the disease for NCECA.

Kelly Kerr and Jeff Vick shared that VCU has limited all gatherings to 50 people or fewer, as has VisArts to all crowd functions.

Josh and Holly continued the discussion, and reported that there are currently 8 confirmed cases in Virginia, and bringing NCECA to Virginia puts our clay community at risk, as well as the Richmond community. Every day this situation keeps getting worse. NCECA seems to have done our due diligence.

Kelly Kerr and Jeff Vick shared that they and the local community has worked so hard, sacrificed so much, and would be so disheartened after putting in 2 solid years to bring this conference together. However, they feel it is in the best interest of NCECA to cancel. We do not want our conference to the cause of accelerating the transmission of the virus.

Kelly added that the VCU leadership, and all of VCU care about people-it is everyone's number one concern. Holding the conference would jeopardize public safety, and appreciates NCECA thinking about Richmond. With a heavy heart, we all (Jeff and VisArts also) think this is the right decision to cancel.

Josh: the NCECA staff has been incredible. Communications have been difficult; our staff capacity has been challenged. Some people have been crude, cruel, difficult, the staff has been exposed to serious duress. We never anticipated this. The professionalism of the staff has been extraordinary.

Josh and Holly opened the meeting to Board questions and comments:

The Board discussed how the threats from travel, from all over, were as bad, if not worse, than being together at the conference. International travel restrictions impact some more than others, and those attendees have cancelled, or not even registered yet.

We discussed how many of the presenters and other programming participants had dropped out. Josh reported not too many cancellations yet, as it seems as if most are waiting to see if we cancel or not. Several universities have stated that they will not reimburse for conference expenses at this time.

Other major conventions have also recently cancelled. NCECA seems to be doing a pretty good job communicating with our members. There has been a lot of compassion, both ways, with the situation. Our message will relate that we have been data and science driven to make our choice.

Motion: that NCECA cancels the 2020 Richmond conference (moved by Rhonda Willers, seconded by Tony Wise).

With a roll call vote, 16 votes in favor, 0 votes opposed, 0 abstentions (note Reena Kashyap and Eliza Weber voted in favor at a later time as they were not on this call at this time).

Holly added that It was an emotional vote, and our hearts are breaking for Kelly, Jeff, and the local Richmond team who worked so hard on the conference. It is an incredibly difficult decisions, but great to work with people who understand, and can support us.

Next Steps

Holly will share a doodle poll to schedule our next meeting for some time early next week.

Josh will work on our messaging, to be released to the public tomorrow, showing empathy and stressing that we care for all, including our most vulnerable members. There will be options to receive a refund, to donate your fees, or to have them carry over to next year. Also, we will list every board member who contributed to this decision. Julia volunteered to put together a jpg with all of our images to accompany the announcement.

The Board discussed possible ways for people to make donations (on our website, crowd funding). A task force will be created to brainstorm fundraising, as well as how to prioritize tasks to help us move forward.

Once we have the official cancellation posted, please share with everyone to get the word out.

Holly: thank you everyone. It is very meaningful to work with a supportive group. makes this difficult task a little easier.

The meeting ended at 9:40pm EDT

Respectfully submitted by NCECA Secretary Jill Oberman

Full NCECA Board Meeting
March 17, 2020
RingCentral

Present: President, Moderator, Holly Hanessian, Pete Pinnell, Rhonda Willers, Reena Kashyap, Brett Binford, Tony Wise, Jill Oberman, Kelly Kerr, Jeff Vick, Marsha Karagheusian, Lisa Merida-Paytes, Lauren Sandler, Ashlyn Pope, Zach Tate, Julia Galloway, Eliza Weber, Mary Cloonan, Nancy Servis, Executive Director Josh Green, former Board Member Cindy Bracker, and Board Members Elect Alex Hibbitt, Chanda Zea, and Merrie Wright

Meeting started at 7:05pm EDT

The Full Board discussed our immediate concerns and priorities moving forward.

Financial Impact

Josh Green has been in communication with treasurer Reena Kashyap and Finance and Accounting Manager Helen Anderson. The full financial impact is difficult to predict at this time. The staff is still working through the refund/donation emails, and only 1 of 9 hotels has responded (this hotel is waiving our penalty). We have contracts for the Randall Session, the dance band, keynote Sonya Clark (who would like compensations at least for the content published in the Journal).

We will likely have between 1.5 and 2 million dollars from lost revenue, penalties, and money that we have already paid out for the conference. Registration fees being put towards next year would be helpful for our current cash flow, and would go against our budget we have already approved for Cincinnati.

NEA granted us a \$45000 grant to help with our sponsored exhibitions, and we don't get that money until we spend it, (our exhibitions that were cancelled). We don't know how that will turn out.

Reena added that we have had 5 years of surplus, and we have 1.2 million in accessible cash. Hopefully this will cover staff salaries, and hopefully our bills. It will be a struggle, but NCECA should be ok in the long term.

Ad revenue

Josh shared that we have \$37000 of revenue tied to ads (inserts, journal, the NCECA App). Few of the advertisers have contacted us about a refund (mostly small groups of artists who were advertising exhibitions that have been cancelled). More might be coming for refunds. We would

like to consider using our social media and website to get their message out. In the past, the NCECA board has wanted to limit paid advertising on our website, but it might be necessary for now, to be re-evaluated in the future. **The Board agreed to move forward with this for now, and to discuss this again at the October board meeting.**

Immediate Action Items for Board:

- Our by-laws permit us to postpone our required annual member meeting (based on canceling the conference).
- The new Board Member election will move along as planned. Tony will post the results after the close of voting on the blog and on social media.
- All 2020 presenters will be emailed and asked: can present the following year, do they have the capacity to video their presentation and to also be aware not to share the NCECA 2020 content. (Only board members can be on this Task Force.) Mary: has emails loaded up, Josh: we should send something out soon, Josh, Rhonda, Mary will draft a letter.
- Rhonda has developed a new onboarding pdf to share with the smooth transition of incoming board members. She will also arrange for a video call with new members to help in this unusual transition year.
- Board reports due in the end of April (postponed from before conference) Send to Jill, she will remind everyone.

We need help from those who are new on the board, and those whose terms are ending. Everyone can work closely together.

- We need to continue to communicate clearly and often with our membership. We will develop a 5 Point statement for full board and staff to share ASAP. An example of this is how to navigate the NCECA website to donate. Pete has been working on a doc, he will share it once it is ready.
- **Donations**
The Board discussed how to go about asking for donations, and the timing of those asks. Many felt like now is not the time to ask, but better to check in with our stakeholders, and to create a Fundraising Task Force. (adding Kelly Kerr, Marge Levy, Linda Gangstrom possibly to the group).

Task Forces

All board members were asked to please sign up for at least one, but no more than 3 task forces in the next 24 hours. We want to get the re-planning started. Task Force volunteers will be asked to sign a conflict of interest form.

There will be a Task Force to evaluate what content should be moved to our 2021 conference, what presenters can do screen recordings and share throughout the year (maybe for 20-30 minute digital presentations). We also need an editorial team to look at our YouTube content.

The Journal from this year show that the 2020 conference was to present the most culturally diverse content to date. There would be a significant benefit to forward a big portion of our 2020 content forward, and our headliners have been asked to consider rescheduling. Moving content forward would also remove a burden from our staff.

Candice Finn, Website and Communications Manager, joined the meeting to discuss the impact of all of our new digital content on the NCECA website. Many of the task force work will involve website help. NCECA staff is currently focusing most of their time on the challenge of issuing refunds. Candice has the most skill on our website, and will be available to help as needed.

Each task force should meet in the next few days and set up a timeline to execute their plans. We will share this with the full board at our meeting next week. Please keep our strategic plan and goals for diversity in mind when moving forward. Also consider financial impact, as there is no money to spend. Task forces need to be realistic and creative.

Perhaps we can promote our many hours of programming that we already have on our YouTube channel.

Student Critiques can easily move forward virtually, matching up students with mentors.

All new info and docs are on [NCECA collabs content moving forward 2020](#) in our google drive

Old Business

NCECA will promote the upcoming EXPO sales and gallery talks.

New Business

Tony Wise shared an idea for creating “NCECA+”, which would be the “Netflix of ceramics”, sharing our content that we have, maybe give it away for a year. then we could decide if it stays free, or we monetize it in the future.

The meeting ended at 8:50 pm EDT

Respectfully submitted by NCECA Secretary, Alex Hibbitt



BOARD OF DIRECTORS SPECIAL MEETING MINUTES

Full NCECA Board Meeting
March 24, 2020
RingCentral

Present: President, Moderator, Holly Hanessian, Pete Pinnell, Rhonda Willers, Reena Kashyap, Brett Binford, Tony Wise, Jill Oberman, Jeff Vick, Marsha Karagheusian, Lisa Merida-Paytes, Lauren Sandler, Ashlyn Pope, Zach Tate, Julia Galloway, Eliza Weber, Mary Cloonan, Nancy Servis, Executive Director Josh Green, Board Members Elect Alex Hibbitt, Chanda Zea, and Merrie Wright, and Finance and Accounting Manager Helen Anderson.

Absent: Kelly Kerr

Meeting started at 7:00pm EDT

Update on conference refunds

The staff have received over 1000 emails, and they are about half way through the processing. To date they have refunded \$118,948, they still need to refund \$164,083 to individuals and \$41,150 to exhibitors.

Making donations thru the website has been slowed down by the volume of use in issuing the refunds. Since our fiscal year ends in June, staff will send out an email in mid-April with those who have not contacted NCECA about their refund with choices of how to handle the registration, and then a follow up just before the end of our fiscal year with a default option.

June Dates for our meeting

Dates have not been set. This meeting might need to be virtual.

Upcoming Announcements

Conference Location announcement for 2022, and Cincinnati video release need to be made public. There is a lot of content being released this week, to coincide with the actual plans from the conference. The Cincinnati video will be released April 3rd, and the announcement of Sacramento 2022 will be made April 10th.

Holly will reach out to Kelly and Jeff to see if they want to make a short 1-2 minute video reminding us about Richmond. Josh has a blog post to thank Richmond, and Kelly and Jeff that will go out soon.

Social media posting this week:

Thursday: expos sales and gallery talks, past programming playlist (Mary) some exhibition info

Fri: expo sales and gallery talks, playlist,

Sat: emerging artists, international artists, voting results, video of Pete as new president

Sunday: new board members coming on, board members going off (blog) (introducing new board members, thank you to Kelly and Jeff)

April 3rd Pete sharing Cincinnati video

April 10th Pete announcing NCECA 2022 Sacramento

Exhibitions

Exhibitions: Brett Binford reached out to everyone, most exhibitions have been cancelled, and some exhibitors have not yet replied. Please use #nceca2020 when promoting exhibitions and content.

EXPO

One Participating venue has been non-committal about their participation, Lauren had reached out, and they did not respond with their schedule for gallery talks. Emailed that they were not doing an online sale, but their online sale is up. NCECA will be promoting EXPO artists' talks and sales.

Multicultural Fellowship Exhibition

Baltimore Clayworks offered to host, but since it would have been the inaugural exhibition, the Board decided to postpone the debut until 2021. All artwork accepted for 2020 will carry over, and there will be a new call for people that are newly eligible to participate. Brett will work with Josh and Kate to create the call for applications.

Annual

Glave Kocen Gallery has the juried part of the annual installed and online. The catalog is being released thru issue.com, and can also be viewed online. The invited artists work is only partly installed at VisArts, and will likely not be open to be seen. The Board discussed making the 2020 Annual the 2021 Annual, or a concurrent exhibition in 2021, but that is unlikely due to logistics around shipping and exhibition costs already spent, and the show likely could not be done without additional financial support. Evaluating the benefits of moving this show forward, so it can be seen more: this conversation will continue with Brett and the exhibitions task force, and brought back to the full board for review.

Exhibition call for 2021

The Board discussed if exhibitions from 2020 should be automatically pushed to the 2021 pool. Brett suggested that those accepted for concurrent exhibitions in 2020 could be given the option to be reconsidered in 2021, or to opt out. If every exhibition would like to move forward, there would be no need for a new call. Brett will meet with Jeff, Josh, and Kate (or Tammy) to formulate a plan.

Basecamp

Josh and the NCECA staff are moving forward with using Basecamp as a platform to share docs and communicate virtually. It integrates with google docs and dropbox. Soon, Josh will extend access to Basecamp to the full board.

The meeting ended at 8:35pm EDT.

Respectfully submitted by NCECA Secretary, Alex Hibbitt

Full NCECA Board Meeting

March 31, 2020

RingCentral

Present: Pete Pinnell, Holly Hanessian, Rhonda Willers, Merrie Wright, Reena Kashyap, Alex Hibbitt, Jill Oberman, Brett Binford, Tony Wise, Mary Cloonan, Chanda Zea, Simon Levin, Julia Galloway, Zach Tate, Lauren Sandler, Ashlyn Pope, Michelle Castro, Eliza Weber, Kelly Kerr, Nancy Servis, Marsha Karagheusian, Lisa Merida-Paytes

Absent: Jeff Vick

Meeting started at 7:01 EDT

New Board members were introduced and welcomed.

Emerging Artists

The Full Board had previously agreed to carry over the 2020 Emerging Artists in some way to our 2021 programming. In attempts to honor our contracts with them, Julia raised questions as to when and how much our emerging artists should be paid. It was proposed that NCECA pays them \$2500 now and \$800 when they complete their obligations at the 2021 Conference. After some discussion, it became clear that we did not need to make a motion on accounting and payment schedules, but that we should have an official motion of our intent to carry the emerging artist contracts to 2021.

Motion to carry forward 2020 Emerging Artists into the 2021 conference program and amend their agreements to release partial payments in the current fiscal year with remainder to be paid following the 2021 conference. (Motion by Reena Kashyap, second by Simon Levin). 16 votes in favor, no votes opposed, no abstentions.

Working with other organizations and platforms using our 2020 conference content. Potential concerns:

After speaking to our attorney, Josh has concerns regarding legal contractual and ethical issues (in the current presenters contracts). We would have to create an addendum to our Presenters Agreement, giving NCECA the right for content dissemination. It would be necessary for us to identify who these partners might be and then create this addendum.

Josh discussed our contractual obligations with NCECA's attorney. Our existing agreements do not include anything about sharing planned NCECA content with another entity. If we go forward with specific content, we will have to create an addendum on our agreements with those presenters. When we cancelled the conference, we relied on a clause that says we can

dissolve the agreement. If the agreement is dissolved, we no longer have claim to that content. If we carry over our agreements into the future, we would have to add an addendum about not sharing content with other organizations.

Josh also shared that Google has offered limited time access to their platform, which could be useful to us if we do choose to share content digitally at this time.

Zach has been approached by Jill Foote-Hutton from Studio Potter. She is interested in sharing the content scheduled for Clay Conversations, thru interviews, livestreaming, and recording, then sharing that digital content back with NCECA. This raises questions of who then owns the content, but it seems like it would be a great partnership.

The Board discussed the pros and cons of livestreaming vs. recorded content. Livestreaming is great for engagement, and recorded content is better for archiving and long-term sharing of information. Clay Conversations are based on dialog, so livestreaming might be useful.

The Clay Conversations people did not receive the link to the Presenters Survey sent out by Mary last week. Zach has their contact info, and will share the link with them.

Task Force announcements (recommendations from Presidential Circle):

- The task force workbook will be open to the entire board for two days (until the end of the day on Thursday). Please add or remove your name only- don't alter or delete anything else.
- Please be mindful of inclusivity when forming these task forces. Keep in mind that there are many people out there with diverse perspectives, who want to be involved.
- Holly is developing a short statement to describe each task force. These can be shared with any non-board member who is volunteering to help. It can be found here: <https://docs.google.com/document/d/1IZXIF6L0MLKux4JlqyS5gkhw9ZJ4BgPBI0X9azeOjk/edit?ts=5e836f73>
- Rhonda and Josh are working to get Basecamp set up for the task forces, as a way to share information and establish schedules. Brett will do a brief tutorial, he will send out to the full board a doodle poll with possible dates and times.
- Josh will assign staff help as needed to individual task forces.

Presidential circle proposals:

- We encourage every task force to hold a meaningful meeting before our next board meeting on Tuesday (April 7)
- The entire board should continue to meet weekly through the end of April, to facilitate communication and help with decision-making.

The Full Board (new and old members) will continue to meet together every Tuesday night through the end of April.

New Business

Tony gave thanks to everyone who helped create content for the blog and social media this week. It was a great week. with massive response! (special thanks to Tony and Julia). Metrics of reach and impressions was way up, especially for Holly's video, Expo Artist talks, Mary's NCECA YouTube playlist, Student Critiques sign up info, and the NCECA Blog.

Conference Refunds

Josh reported that the staff has been working hard, and that all refunds (including requests for refunds, for donations, or to carry over registration to next year) for those who have contacted NCECA should be processed by the end of the week, or early next week at the latest. There is still quite a few people who registered who have not contacted NCECA. Staff will be reaching out to them from office email, not MemberSuite (which may have preferences checked for not receiving emails). They will have until June 10th to request a refund. After June 10th, all paid registration from 2020 will be carried over to 2021. Candice will also be making some posts for social media with this information.

The meeting ended at 8:27pm EDT

Respectfully submitted by NCECA Secretary, Alex Hibbitt