

**Full NCECA Board Meeting  
January 12, 2021  
Zoom**

In Attendance: NCECA Board members Pete Pinnell (President), Holly Hanessian, Merrie Wright, Mary Cloonan, Michelle Castro, Lisa Merida-Paytes, Nancy Servis, Simon Levin, Lauren Sandler, Reena Kashyap, Edith Garcia, Marsha Karagheusian, Brett Binford, Zach Tate. Ex-officio NCECA board members Chanda Zea and Rhonda Willers, NCECA Staff Dori Nielsen, Gerald Brown, Kate Vorhaus, Helen Anderson, and Executive Director Josh Green.

Absent: Alex Hibbitt, Eliza Weber.

7.00pm EST meeting called to order by NCECA President Pete Pinnell.  
A quorum is present.

**i. Announcements**

**ii. Board reports reminder**

**iii. Financial report (Reena and Helen)**

In a recent meeting to look at cash flow (Helen, Josh, Reena and Tanya from the Coleman Merchant group), confirmed that there is enough cash in the preferred savings account until revenue starts coming in, to cover monthly expenses (an estimated \$500,000) through March. The Finance committee will meet at the end of January and discuss this further. There is a structured note maturing in early February. The Finance committee will look at NCECA's best options for this investment.

Fundraising efforts are going well. The Development Committee will be updating the board at the next board meeting in February.

**iv. Exhibition Halls subcommittee (Rhonda)**

Conference planning: the exhibition halls will house a number of types of programming (exhibitions, vendors, non-profits, gallery expo, galleries, etc.). We need to form a sub-committee to coordinate this area of the virtual conference.

Follow up: Rhonda will contact staff and board members to populate this committee

## **v. Upcoming full board meetings: February 9 and March 9**

Clear roles will be communicated and planned for the conference by February 9th, 2021. The March meeting will be a final check-in and overview before the conference. The board will meet after the conference to debrief. The board will then return to monthly meetings of the Executive Committee on the 2nd Tuesday of the month. The June Spring Board meeting of the full board will need to be virtual, we will see if Fall 2021 can be in person or remain virtual.

## **Business**

### **i. Approve the minutes**

- a. November 24th
- b. December 8<sup>th</sup>

The board unanimously passed the **Motion: to approve the minutes from November 24, 2020** (Moved by Reena, seconded by Simon. 13 in favor, 0 opposed, 0 abstentions).

The board unanimously passed the **Motion: to approve the minutes from December 8, 2020** (Moved by Brett, seconded by Holly. 13 in favor, 0 opposed, 0 abstentions).

### **ii. Overview of digital platform for conference (Rhonda)**

Rhonda shared the main structural components of the virtual platform: 4 virtual rooms for programming; 3 exhibition halls (Organizations and Student critiques, Art Exhibitions, Vendors and Gallery expo); and the lounge. The board will be able to see a mock-up of a booth soon and will learn more about how they operate and look. Any questions about the virtual platform can be posted to our board operations basecamp space.

Phase 1 of the virtual conference with vFairs is being finalized (webpage, landing page, registration etc.) and work on phase 2 is starting, with focus on how NCECA branding is integrated in the space, as well as sponsor logos and information.

### **iii. Programming (Chanda and Mary)**

Chanda and Mary gave a review of their program committee report regarding the status of keynote speakers, demonstrating artists, presenter contracts, and work in progress. This included updates on the panels/sessions that are scheduled for 2021. The committee is planning for the 2022 call and reviewing the language of the call for 2022 presentations and programming to align with NCECA's commitment to diversity, equity and inclusion.

The board discussed logistics and scheduling of the conference presentations that include recorded and live content for discussion and Q&A. Recording guidelines are available online for presenters and there is one on one technical assistance available for presenters.

#### **iv. Exhibitions (Brett)**

There are 28 exhibitions confirmed from 2020, which will be mostly virtual. Brett called for members to form a small committee to review satellite exhibition proposals. The exhibitions committee has also been working on scheduling openings and meet the artist videos for shows including the NSJE. The exhibitions committee and programming committee will coordinate on scheduling.

The exhibitions committee is finalizing paperwork for exhibitors.

#### **v. Communications (Edith)**

Edith gave a review of the communications committee and team's work:

The committee has been working with vFairs, creating two marketing campaigns to launch the 2021 virtual conference, refining language for these campaigns, and Edith is working on planning day to day marketing as well as promoting the reduced conference registration pricing. The committee is looking at a facebook marketing campaign to reach new audiences. They are moving towards phase 2 with vFairs, and have been working on a board communication guide about the virtual conference.

#### **vi. Organizing board roles and responsibilities for conference (Rhonda)**

Pete and Rhonda are organizing a sign-up for conference tasks for all board members (sign-up via google sheets). They are also creating a script/guide for board members who are facilitating programming and panels.

#### **vii. Green Task Force update (Chanda)**

Chanda introduced the Green Task Force's recent report. This is a very active task force. Responses to the GTF survey have reached almost 1000, with the deadline approaching. The task force is updating its charter and mission statement, as well as writing a vision statement and strategic plan. New members are always welcome. The task force will bring questions and/or action items to the board at the Spring Board Meeting.

#### **viii. Nominations Committee Board Position Updates and Motions (Merrie)**

The Board went into executive session

- a. DAL application update
- b. GAP and CE position application materials and motions

The board unanimously approved the **motion: as recommended by the nominations committee to confirm MaPó Kinnord for the Governance, Advocacy and Policy Director position, effective immediately and for the 2021-2024 cycle.** (Moved by Merrie, seconded by Holly. 15 in favor, 0 opposed, 0 abstentions)

The board unanimously approved the **motion: as recommended by the nominations committee to confirm Heidi McKenzie for the Collaboration and Engagement Director position, effective immediately and for the 2021-2024 cycle.** (Moved by Merrie, seconded by Brett. 15 in favor, 0 opposed, 0 abstentions)

Meeting adjourned at 8.35pm EST by NCECA President Pete Pinnell.

minutes respectfully submitted by Alex Hibbitt, Secretary of the Board, February 1 2021.