

AGENDA
Society of North American Goldsmiths
2008 Spring Meeting of the Board of Directors
Savannah, Georgia
March 3-5, 2008

In Attendance: Lora, Patzlaff, Rais, Rath, Shaw, Singer, Thomson, Thurman, Wang (arrived 1:15pm), Zilker

The annual Spring meeting of the SNAG Board of Directors was called to order at 9:03 A.M. on Monday, March 3, 2008, at the Marriot Riverfront, in Savannah, Georgia, the President being in the chair.

Announcements (Patzlaff)

Patzlaff welcomed everyone and issued the reminder that the entire meeting is confidential until the minutes are approved and published. Discussion at the meeting remains 100% confidential even after the minutes are published. The minutes themselves are the only non-confidential piece. Patzlaff thanked Shaw and Wang for their years of service since this was their last Board meeting.

Consent Calendar (Patzlaff)

The Consent Calendar was read in order to accept the reports that were included in the package. All reports were accepted after discussion. The Education Dialog Report was moved back into the Agenda.

Budget (Thomson)

Thomson presented the updated Treasurer's Report. The message focused on both the FY'07 results and the continued ramifications from outsourcing the membership and subscription portions of SNAG's business from 1998-2006. From the report:

"In Memphis, June 2007, the former Treasurer and Board told SNAG's membership of the accounting errors and misstatements caused by outsourcing the organization's bookkeeping function. At that time, the majority of the financial impact to the Deferred Revenue accounts (Membership and Subscriptions) was thought to be fully understood and contained.

In early 2008, as a continuing result of these financial misstatements, SNAG's accountant Sherry Paulson, CPA, of Hallis, LLC, has identified the need to adjust both the Retained Earnings and Income accounts. These entries have created a grave situation for the organization."

In addition, the 2007 income statement showed a loss stemming from increased expenses in all areas of the organization. These included: Memphis

conference expenses, web-site upgrades and upkeep, insurance, publishing, mail/shipping costs, and paper.

Thomson said, "This situation [both adjustments to the Balance Sheet and Income Statement, and 2007 results] must be of the highest concern and most pressing focus for the board." In addition, he said, "According to Paulson, it is now believed that the subscription and membership data along with the corresponding revenue accounts are "clean" as of January 1st 2007."

This information is maintained and updated by SNAG's office and in 2008 and she said that it continues to be in good order.

The Board engaged in detailed brainstorming of potential 2008 budget changes throughout the day. The budgetary discussion focused on the prioritization of key programs of SNAG (and their primary elements) and where spending and expenses can be reduced, particularly as part of other lower priority programs. There was also significant discussion of the expectations of the membership and ways of better engagement of the membership.

In other areas of cost savings, Wang will cover the cost of Singer attending SOFA Chicago. Also, Operations Manager will be going to part-time, Singer will be taking unpaid time off, and other office expense reductions. To further save on the line item, Board Expense, it was agreed that board members can stay with family or friends, using frequent stayer miles, or find cheaper accommodations on their own.

MOTION (Shaw): Students will receive a 25% discount from the full SNAG Conference fee. Seconded. 7 in support, 1 oppose, 1 abstain.

Related to the Lifetime Achievement Award, the Board agreed to change how it will be presented. No longer given out at the annual conference, longer lasting ways to honor the recipient and reach more people, while saving money, will be explored. The Award recipient would be featured in Metalsmith magazine, either on the editorial page, if that is acceptable to the Editor, or using the SNAG page for this purpose. SNAG would also have a dedicated "tribute page" on the website which would be archived. Also, possibly dedicate that year's conference to the recipient.

Related to the Budget, there was discussion of the Publication Index for Metalsmith magazine.

ACTION: Thurman will research and present to the Board how we could make available digital versions of Metalsmith magazine through the SNAG website and interface with Google to make it more widely available and searchable without SNAG having to cover the expenses of doing so.

Budget-related Review of "Key Programs"

Conferences

There was discussion of appropriate numbers of conference fee waivers and whose travel/hotel expenses SNAG should be covering as well as future conference fees. Conference fees have not been raised since 2004, even though the cost of producing conferences has increased dramatically. The Board also discussed the financial impact of the location choice (travel expenses, attendance draw, etc.). What will the market bear given the perceived price

increase? The suggestion was made that fees should be examined annually based on current conditions. The Board also decided to eliminate the Vendor Room Party unless the vendors themselves will underwrite it (currently SNAG payes for it).

MOTION (Lora): 2009 Member Conference Fee will be \$325 with a 25% discount for the student fee. Seconded. 8 in favor, 1 abstain.

MOTION (Thomson): The Board will annually review the members' conference Fee in conjunction with the budget, the location of the conference, and economic conditions. Seconded. Unanimous.

There was discussion and accolades of positive or neutral budget impact of Portfolio Review and Connections Room.

ACTION: With respect to when is the best month of the year in which to hold our conference, Lora will gather data on the highest conference attendance and timing trends and report back to the Board.

There was a discussion about MALC: expenses, benefits, efficiency, annual review and alternatives. Dana will follow-up and discuss with MALC during annual contract renewal.

Adjourn at 7:05pm. Meeting will begin at 8:30am.

Meeting called to order at 8:35am, Tuesday, March 4, 2008.

Budget continued (Thomson)

Lora reported that she is working on a fundraiser to benefit SNAG at Velvet da Vinci in San Francisco on April 30. As this is a new effort for SNAG, expectations of turn-out and contributions are difficult to predict. The invitations will make it clear that this is a fundraiser to support SNAG. In the Summer, Shaw offered to have a show in his Gallery with a portion of sales benefiting SNAG. Rath offered her assistance to Shaw with regard to this undertaking.

The Board continued to discuss numerous issues related to the budget, including cost savings and revenue generation. There was further discussion about Board composition and the creation of an Advisory Committee comprised of major donors.

ACTION: Thomson and Zilker will draft guidelines for the creation of an Advisory Committee, send their draft to Patzlaff by end of April.

The Board discussed how and when the budget information is to be conveyed to the membership and then revised the Membership Agenda. The Board amended the 2008 budget.

MOTION (Lora): Approve the budget as amended. Seconded. 8 in favor, 1 abstain.

Metalsmith Redesign (Zilker)

The redesign of Metalsmith magazine will be announced at the membership meeting which will end confidentiality concerns. It will be important to stress to the membership that SNAG will be spending far less on the new graphic designer than we're currently paying the cost-savings as well as the level of quality of the new designer. A newly constituted Design Review Committee is beginning its

work, and the new design will be presented to the board at its fall meeting. Singer submitted a grant application to the NEA to help underwrite the launch of the new Metalsmith.

Revenue Generation (Singer)

The Board discussed the specific benefits of new Corporate and Patron level membership levels and appropriate amounts of incentives.

ACTION: Board members should share specific suggestions with Singer. Singer will oversee further research on named donation opportunities and additional low-impact benefits.

Partnership with AJF (Singer)

ACTION: Singer will work with Susan Cummins to clarify the guidelines for a collaboration with AJF involving SNAG conferences and Friends of SNAG.

SNAG Name Change (Zilker)

Zilker began moderating an online SNAG Forum discussion February 12, which will be open until April 15. Zilker created and distributed "Re-name SNAG?" buttons. Zilker asked the Board to engage in conversations during the conference.

ACTION: Zilker will conduct an online survey later in 2008.

Board Vacancy Discussion (Patzlaff)

Patzlaff will talk with President Elect Harlan Butt about someone he might know with marketing or fundraising strengths. Patzlaff cannot promise any particular job to anyone. Any further in-depth discussion about Board composition will be tabled until tomorrow.

ACTION: Board members are to send Patzlaff names of potential Board members.

Conferences (Lora)

Lora announced that the SNAG Conference for 2014 will be Phoenix, AZ. Speakers for 2009 Philadelphia will be reviewed tomorrow.

Exhibitions (Rath)

The Exhibitions Committee has completed the guidelines for the student juried exhibition and would like to consult with Arthur Hash, who is working on the student digital exhibition. The guidelines will come up for Board approval upon completion by the end of April. The guidelines for conference exhibitions will be completed and available for Board approval in early May.

Lifetime Achievement Award (Zilker)

ACTION: Zilker will make the suggested revisions to the Lifetime Achievement Awards guidelines and send to the Board for final approval by the end of April.

Strategic Plan: Goal 2b (Strengthening of Purpose) & Goal 2c (Strengthening Programs and Services) (Patzlaff)

ACTION: The Program Review Committee, comprised of Ken Bova (chair) Linda Threadgill, and Tom Madden, will have the Program Review Guidelines ready for Board approval at the Fall Board meeting.

Strategic Plan: Goal 3b (Web-based database of programs) (Patzlaff)

ACTION: Thurman will research creating a Board-only section of the website, putting the Board handbook online, and a collective calendar (sharing of everyone's areas internal deadlines).

Strategic Plan: Goal 3c (Improving Board Communication and Functioning) (Patzlaff)

The Board discussed the current status of NEC and improving communication between Board and NEC. The Board also discussed problems of an election that has equal numbers of candidates and spots to fill.

ADJOURNED at 6:55pm

Call to order 9:08am, Wednesday, March 5, 2008

Strategic Plan: Goal 2a (Strengthen Programs and Services – Website) (Thurman)

The Board is in support of advertising on website. It was advised that, technically, the SNAG website window should remain open when going to an external link.

ACTION: Thurman will research the costs of redesign for advertising, adding webpage versions of the downloadable Excel resources, as well as a more prominent link to Flickr.

Strategic Plan: Goal 3a (Improved Board Communication and Functioning – QuickTopic) (Patzlaff, Thurman)

There was discussion of how Board communication will become more efficient and transparent through the use of QuickTopic

ACTION: Thurman will research how topics could be searched on QuickTopic.

Philadelphia conference (Lora)

The Board discussed the 2009 Philadelphia conference exhibitions: quantity, location, walking versus bus tour, contemporary vs. historic, architecture, public art.

ACTION: The Board approved a change the conference guidelines that a speaker cannot be repeated within 4 years.

Strategic Plan: Goal 4a (Strengthening Communication and Marketing) (Patzlaff, Singer)

Singer has submitted a grant application to the Wingate Charitable Foundation to support the creation and implementation of a Marketing Plan and Member Recruitment Campaign, after conversation with a Wingate representative.

Strategic Plan: Goal 4b (Strengthening Communication and Marketing) (Patzlaff)

Financial obstacles have delayed progress on areas of the Strategic Plan, such as this area. The priorities continue to be important and will just be rescheduled into the timeline.

Strategic Plan: Goal 5a (Improved Fundraising Effectiveness) (Lora)

The Board reviewed changes to relevant Strategic Plan components. It was decided to heavily promote the new Tiers of membership once they are in place. Discussion of possible Fundraising Committee members. Discussion of Friends of SNAG and its priorities. Discussion of creating a separate "Collectors Auction" of higher-end work that would appeal to collectors coming to the conference.

ACTION: Related to updates to the Strategic Plan, Patzlaff will request updates from the Board.

ACTION: In relation to the idea of "Collectors Auction" in addition to "Silent Auction," Rath consult with Wang related to the Collector's Auction in anticipation for the Philadelphia conference.

ACTION: Following the discussion of Board composition, elections, and relationship to membership, Patzlaff will collect information and begin a new topic on QuickTopic. Further discussion of this topic will then be placed on the agenda for the Fall Board meeting.

Closing Remarks (Patzlaff)

Patzlaff thanked Shaw for his service. Patzlaff also urged the Board to take initiative and work independently while keeping Patzlaff and Singer informed about progress.

Adjourned 11:50am.

Call to order 5pm, Saturday, March 8, 2008

In attendance: Butt (invited as President Elect), Lora, Patzlaff, Rais, Rath, Singer, Thomson, Thurman, Zilker

Announcements (Patzlaff)

Patzlaff welcomed everyone and issued the reminder that the entire meeting is confidential until the minutes are approved and published. Discussion at the meeting remains 100% confidential even after the minutes are published. The minutes themselves are the only non-confidential piece.

Savannah Conference Revenue Summary (Thomson)

The Board discussed information known as of this meeting concerning the Savannah Conference revenue. There was further financially related discussion about Metalsmith magazine.

Thomson proposed that the Board create a standing Audit Committee chaired by the Treasurer. The committee will be instructed to oversee the audit process, the results and recommendations and report to the Board and Membership on a bi-annual basis.

MOTION (Thomson): The Board create a standing Audit Committee chaired by the Treasurer. The committee will be instructed to oversee the audit process, the results and recommendations and report to the Board and Membership on a bi-annual basis.

Seconded. Approved unanimously.

Adjourned 5:20pm, Saturday, March 8, 2008.