

**SNAG Board of Directors Meeting Minutes
Seattle, WA
May 24-25, 2011**

Tuesday May 24, 2011

The President, Harlan Butt, called the meeting to order at 9:05 a.m., Tuesday May 24. The following board members were present: President Harlan Butt, President Elect Sue Amendolara, Treasurer Stewart Thomson, Secretary Eliana Arenas, Nanz Aalund, Caroline Gore, Anne Mondro, John Rais, Jamie Obermeier, Anika Smulovitz, Marlene Richey. Executive Director Dana Singer was also present.

Announcements and revisions to the agenda were made.

The Board acknowledged the approval via email since the last board meeting of the Minutes from October 2010 Board of Directors meeting in Seattle.

The SNAG Store Report was moved out of the Consent Calendar and onto the agenda for discussion. All reports on the Consent Calendar were unanimously approved.

The Treasurer reminded the Board that anything budget-related is not part of this vote. The Board agreed unanimously.

Motion (Sue Amendolara): To accept the revised agenda. **Second** (Caroline Gore). **Unanimous vote in favor.**

Executive Director's Report was presented by Executive Director Dana Singer. She had one agenda item to discuss with the Board.

The idea of creating an Online Image Database was proposed a year ago by the Visual Resources Center Coordinator at Texas State University, however we don't have any further information to consider. This would be valuable, however it's a very large project and the board would have to receive a proposal that addresses logistics, costs and other considerations. Beverly Penn is distributing a survey at the Seattle Conference. The Board reacted positively to this idea.

Treasurer's Report was presented by Treasurer Stewart Thomson.

2010 was a challenging year for SNAG. The Houston Conference was a very successful event, but we did not make our budgetary projections. 2011 looks to be strong and it appears we will meet our financial projections for the conference this year.

The Board moved on to discuss how to achieve a more profitable and stable budget for years ahead of us. The first discussion was focused on choosing the right city to

host a SNAG Conference; looking carefully at region, city, timing and how the current year's location relates to the previous year's site and the next year's location. The Board recognizes that these are important factors from a financial perspective; strategic focus will be given not only to those cities interested in hosting a conference but also a set of considerations we will compile for future co-chairs to evaluate.

The board then discussed that SNAG needs to continue to build a surplus and a reserve for future years. Executive Director Dana Singer and Treasurer Stewart Thomson recommend to the Board to move \$25,000 from the Seattle conference surplus over to the reserves. If necessary, the board can always revisit it again at the Fall Board [budget] Meeting. The Board discussed the pros and cons, and brought the amount down to \$20,000.

Motion (Anika Smulovitz): To transfer \$20,000 in July to be revisited if necessary in October 2011 Board of Directors Meeting. **Second** (Caroline Gore) **Unanimous vote in favor.**

Educational Endowment Financial Report was presented by Treasurer Stewart Thomson

There is slightly more than \$100,000 in the Endowment at this time. Robert Brown, the Trustee, suggested investing some of this money with the next Treasurer. We'll need help with this.

Exhibitions Planning Committee Report was presented by Caroline Gore

Caroline Gore reports that attempts have been made to get curators to submit an exhibitions proposal, no response so far therefore no curatorial projects to develop with Exhibits USA. Consequently the Exhibitions Planning Committee is moving forward to approach a curator to develop a project with SNAG. Our efforts to secure partnership proposals, has similarly not done well. Caroline Gore believes the Exhibitions Guidelines need to be revised to nurture projects earlier rather than adding money to an already moving project. It's too controlling as written; we are hamstringing ourselves.

The Board agrees on changing the existing requirements, and would like to review a new draft of guidelines for the next Fall Board meeting in Arizona.

Caroline Gore informed the Board that Gail Brown will be the juror of our inaugural Online Exhibition, which will open in October 2012. Online exhibitions present us with the opportunity to get the work out beyond the craft field. Think about who will design it, also back-end programming and server space and coordination with web host. One look and feel to the entire exhibitions area, not a different one for each exhibition.

The Exhibitions Planning Committee is also going to use the online exhibitions space to cultivate new professional curators. Consider sponsorship possibilities; the content may lead to sponsorship funding. The EPC proposed we pay a \$300 honorarium to an up and coming curator. It won't be a Call for Entries per se but more like how Garth Clark looked for new work, on a national and international level.

ACTION: The Board approves the \$300 honorarium.

Lifetime Achievement Award Report was presented by Eliana Arenas.

The Board discussed the current Lifetime Achievement Award by-laws as stated in the Constitution. One person per year may be selected for the Lifetime Achievement Award, the LAA Committee must be unanimous in its recommendation and the LAA Committee should consist of three members. The Board took into consideration the LAA Committee recommendation to do several changes to the By-Laws, such as raising the numbers of Committee members from three to five. If this change was considered then the vote should be changed from a unanimous vote to the majority of votes. There was also discussion on the possibility of having more than one recommendation to the Board from the LAA Committee, therefore more than one award per year. The Board then moved on to discuss the importance and significance of the LAA Award, budget impact and the LAA Committee rotation were all taken into consideration for the Board to make a decision.

Board decided: After careful and thoroughly consideration the current By-laws will stay the same, and no changes will be made.

The LAA guidelines need some revisions. Currently all nominees are carried over from year to year without end. Right now we already have seven nominees for 2012 consideration before we've put out a call for nominations. In addition, there have been issues with some nominees, e.g., some nominees are mid-career, nominated too early; sometimes the nominator is too closely connected to the nominee.

Board decided: beginning with the next round of nominations (October –December 2011), after five years on the nominee list, the person needs to be nominated anew. And make it clear to the membership if anyone is thinking of nominating someone; ask first if they have already been nominated. It could be all that's needed is supplemental information. Eli will work with the Committee to make these changes, will run it past the Board in October.

Arline Fisch's term expires here in Seattle. A new LAA committee member will be appointed after the conference. The Board compiled a list of people to consider inviting to serve on the Committee, and then voted.

ACTION: President-Elect Sue Amendolara will contact the top person suggested by the Board to see if he/she will like to serve on the LAA Committee for three years.

Online Presence Committee Report was presented by Jamie Obermeier

The decision to set up member pages on the website as a member benefit predates Jamie, and it's gone through many iterations. The Board discussed at length the different ideas that have been proposed and concluded that we've gotten bogged down in trying to integrate too many components all at once. The Board instructed the Committee to launch Phase I realistically. Start now with a template, and later add searchable keywords and other items. Three layouts for the Members Gallery were presented to the Board, and they decided on the layout/look and feel. It will be presented at the Annual Membership Meeting.

It was reported that the OPC is not a fully functioning committee, currently comprised of only a Chair and one committee member. According to the Guidelines, the OPC is supposed to have up to five members and the Board agrees these seats need to be filled now.

ACTION: Jamie Obermeier will get the seats filled on the OPC and get it back to functioning well. He will also get the Member Gallery back on track and launched.

Editorial Advisory Committee Report was presented by Anika Smulovitz.

The Editorial Advisory Committee welcomes new members Susie Ganch, Ulysses Dietz, and Marjorie Simon as Chair.

The EAC has updated the Committee's Guidelines to clarify the roles of the EAC Chair and the Board Liaison, address SNAG's new Conflict of Interest policy, and a new succession process to become Chair. The EAC also submitted an updated Metalsmith Vision Statement for approval by the Board.

MOTION (Caroline Gore): Approve the updated Vision Statement for Metalsmith.
Second (Nanz Aalund) **Unanimous vote in favor.**

Anika Smulovitz reported on the successful EAC Annual Meeting in Baltimore, where everyone also attended the Baltimore ACC Show and an exhibition at the Walters Art Museum.

Feedback was given to the Board on how helpful it has been to use the Café system for online entries; the Exhibition in Print saw an increase in submissions this year, using Café for the first time.

Nominations and Elections Committee Report presented by Treasurer Stewart Thomson.

On the ballot is a Bylaws amendment for the Chair of the NEC to attend the board meetings. The current Chair would attend the fall Board meeting and the incoming

Chair would attend the spring Board meeting. If this passes, we won't need a Board Liaison to the NEC and that will open one person to another assignment.

This year we have a great selection of candidates. There will be two open seats for Board of Directors, one seat for Treasures and one seat for the Nominations and Elections Committee. This year the candidates are Victoria Lansford, Karen Lorene, Callie Shevlin, Anthony Tammaro and Marlene True for Board of Directors. Anne Havel and Jennifer Mokren for Treasurer and Corey Ackelmire and Kristi Kloss for the Nominations and Elections Committee. Bryan Park's term on the NEC expires at the end of the Seattle conference.

More members are using online voting each year. Be sure the election information is clearly and easily found on the website

Silent Auction and Raffle Report presented by Nanz Aalund.

Marlene True's term expires in Seattle. Nanz Aalund believes the Silent Auction and Raffle program need to become a 3 volunteer area, in order to be manageable and grow year after year. Marlene has three prospective candidates in line to take over the silent auction, the Endowment raffle, and the fall online auction, respectively. Need to tell the new Volunteer Coordinator that they need more volunteers in training.

The Silent Auction and Raffle Program have proven to be quite successful.

ACTION: Eliana Arenas will work with Natasha Overholtzer, our new Volunteer Coordinator, to find volunteers to be mentored so they can be ready to step in 2011-2012

SNAG Store Report presented by Nanz Aalund and Marlene Richey

New items will be added this year to the SNAG Store during the Seattle Conference along with several items from previous conferences.

The Board moved on to discuss if this program was indeed reaching the goals of the project, which are to generate income and promote the organization.

ACTION: The Board would like to see a report detailing how much SNAG is investing in the products, how much the organization is gaining, and how much support there is from the membership. Gather data at this conference and in 2012, then evaluate success.

Conference Student Scholarship Report presented by John Rais.

The timeline for students receiving these scholarships needs to be overhauled. We still have too many students receiving scholarships from their department chair

after they have already registered for the conference. MALC is processing too many refunds (with attendant costs). The Board discussed how SNAG can implement a better system to prevent this. In addition, the Board adopted Michelle Pajak-Reynolds' suggestion that we implement a lottery system, which will need to be explained to the educators.

The Board then discussed the fundraising timeline because we don't know until late in the process how much has been raised to underwrite the scholarships. Stewart Thomson suggested that a reasonable amount of money could be borrowed each year from Reserves, so we know earlier in the timeline how much money can be distributed; this will be documented by the Board and repaid promptly.

Educational Endowment Report presented by John Rais.

This year the Educational Endowment Scholarship accepted submissions through the Café system. Here again SNAG saw an increase in the number of applications from last year.

2011 is the first year that the Hoover and Strong award takes place. This \$3000 award is made specifically to graduate student making high-quality production jewelry.

The announcement postcard should mail out soon. John Rais will work with James through this.

Meeting adjourned for the day at 4:55 p.m.

Wednesday May 25, 2011

The President Harlan Butt called the meeting to order at 9:05 a.m. on Wednesday May 25. All Board members were present. Executive Director Dana Singer was not present due to a family emergency.

Ellen Laing was introduced to the Board

Conferences Report was presented by Anne Mondro

Anne Mondro is happy to inform the Board that SNAG Member Sandie Zilker has agreed to be our Future Conference Site Coordinator.

The Board then moved on to discuss possible future sites for our conferences in 2015, 2016 and beyond. There are several cities on the top of the list, such as Pittsburgh and Las Vegas.

2011 SNAG Conference will have audio documentation for all the lectures and a copy of each person's power point presentations. The Board discussed the benefits of this documentation, such as archival processes, historical and educational purposes and a member's only benefit. We need a volunteer to coordinate uploading some of this to SNAG website.

The Board moved on to the 2012 Arizona Conference, everything is moving along with the Co-chairs finishing up the slate of speakers. The Board reviewed the 2012 proposed slate of speakers and gave feedback.

The 2012 co-chairs have decided to continue the New Emerging Artist speaker slots first implemented in 2011 Seattle Conference, at the Arizona Conference.

2013 Toronto, Canada is up to a great start. The Co-Chairs are organized and up to speed with the requirements to have a successful conference. The Board discussed the impact that a Canadian conference may have on SNAG vendors and possibly U.S attendance. There will need to be a concentrated focus on engaging Canadian vendors and attracting more Canadian attendees.

Juried Student Show Report presented by John Rais.

The 2011 Juried Student Show received applications through the Café system. This has proven yet again to be a successful program to use. This year Trudee Hill was the coordinator for the Student Exhibition and Sally Von Barger was the coordinator for the student digital presentation.

The Board discussed separating the Juried Student Exhibition from the Digital Presentation, receiving an application for each individually, instead of one application for both shows. The rationale for combining them years ago was the expense of physically submitting two different applications (i.e., the cost of two sets of slides). Now using all digital applications, this concern no longer exists.

ACTION: The Board wants to make them into two different applications, starting immediately.

Name Change Research Committee Report presented by Caroline Gore.

The Name Change Research Committee has sent a survey to the SNAG membership to find out how invested the membership is in changing its name and for the committee to gain a better understanding of its direction.

ACTION: The Board will review the results of this survey and have this analysis at the strategic planning retreat. Only after the retreat will it decide the Committee's next steps in this matter

New Business is opened.

SNAG Member Brigitte Martin brought to Executive Director Dana Singer ideas of how the Board could be more approachable to its membership, as well as ways to collaborate with other craft organizations.

The Board discussed how the Board is perceived by its membership and how the Board can address better communicate with, and be more available to, SNAG'S membership.

Old Business is re-opened.

No Old Business

Strategic Planning Session Report presented by President-Elect Sue Amendolara.

President Elect Sue Amendolara presented to the Board the plans for SNAG's Board Retreat in Minneapolis this upcoming fall.

Grant funds have been secured and the facilitator will be Anne Carroll from Carroll, Franck & Associates: Strategic Planning, public involvement, and communications.

There has been a two-hour conference call with Anne Carroll and the Executive Committee to start the process of SNAG retreat.

The meeting was adjourned Wednesday March 25, 2:00 p.m.