

**SNAG Board of Directors Meeting Minutes
Seattle, Washington
October 22-24, 2010**

Friday October 22, 2010

The President, Harlan Butt, called the meeting to order at 9:14 a.m., Friday October 22. 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 the March 2010 Board of Directors meeting in Houston.

The Guild Representative Report and the Educational Dialogue Committee Report were moved to the Consent Calendar. All reports on the consent calendar were unanimously approved.

The President acknowledged the letter to the Board from Sharon Church, chair of the Editorial Advisory Committee.

The Treasurer reminded the Board as a point of clarification that the budget has yet to be approved for any requests for funds in the Consent Calendar. The Board agreed unanimously.

Motion (Caroline Gore): To accept the revised agenda. **Second** (Anika Smulovitz). **Unanimously adopted.**

President's Report was presented to the Board by President Harlan Butt. No further discussion.

President-Elect Report was presented by President-Elect Sue Amendolara. No further discussion.

Executive Director's Report was presented by Executive Director Dana Singer. Several Agenda items were discussed.

Executive Director Dana Singer presented the Artist Direct Proposal, submitted by a committee made up of Andy Cooperman, Don Friedlich, Brigitte Martin, Michelle Pajak-Reynolds, and John Rose. The proposal is to create a new two- hour event at the conference where 60 members can sell their work directly to attendees and the public.

The Board moved on to discuss whether or not this event could affect other areas of fundraising in our conference program, such as the Silent Auction and the Art Jewelry Forum event. The Board discussed the length of the event, how it will be received by others at the conference, structuring it more like a trunk show and calling it that, and how popular it could become with our membership. They especially applauded the unjuried, democratic structure that had been created.

The board required a few changes to be made to the event's proposal, including the creation of a code of conduct, and the addition of one security guard during the two-hour event.

Motion (Nanz Aalund): Given the Design of the project it is moved that the newly named Trunk Show be approved conditioned on the stipulations that the Board discussed. **Second** (John Rais) **Unanimously adopted.**

ACTION: Executive Director Dana Singer will follow up with the Trunk Show Committee to change the name of the event, create and implement a code of conduct, have a security guard on duty during event and address their request that the committee members all receive conference waivers.

Treasurer's Report was presented by Treasurer Stewart Thomson.

Using the most current financial reports, Thomson addressed SNAG's financial situation as of October. The board discussed the possibility of ending fiscal year 2010 with a profit, and SNAG Executive Director and Office Staff deserve a lot of recognition.

The Board moved on to discuss two issues pertaining to SNAG's Education Endowment Trust. First, a question has come up regarding how SNAG can be reimbursed for specific administrative expenses it has incurred related to the Trust. Second, the Trust document needs to be revised. For example, it does not allow for a second signer in place if something were to happen to the Trustee.

Motion (Caroline Gore): The expenses incurred from administering this program and its jurying will be deducted from the proceeds of money raised by SNAG each year for the Endowment before sending the contribution to the Trustee.

Second (Nanz Aalund) **Unanimously adopted.**

ACTION: Treasurer Stewart Thomson will work on reviewing and revising the Trust document before the next board meeting. He will also propose revisions to SNAG's Investment Policy.

Conferences Report was presented by Anne Mondro

SNAG does not have conference locations secured beyond 2013. Peggy Eng, who was doing this work, has ended her volunteer post.

ACTION: Anne Mondro will follow up with Peggy Eng to submit an exit report to the Board. She will begin searching for Eng's replacement, with input from the Board, Executive Director and others. Anne will first start with a list of past co-chairs, and will add other names to the list.

We need to secure co-chairs and site for 2014. One idea is to request proposals for hosting a conference from the membership. Still need to have a host institution locally, and must have at least one co-chair in that location.

Pamela Koss, the Executive Director of the Glass Art Society (GAS) approached Dana Singer with the preliminary idea of having a joint conference between the two organizations. The Board discussed at length how much overlap there would be between the two, seeing content that would appeal to both groups (such as enameling and glass beadwork). Consensus: there is interest in the idea of holding our conference in the same city at the same time as the GAS conference but not as a joint conference. There would be some exhibitions that appeal to both, perhaps a speaker or two overlapping, but otherwise retain them as two separate conferences. Factor in a joint price for those who want to go back and forth between the two.

Next, the Board reviewed the proposed increase to the conference speaker honorarium and the perceptions on this matter from our membership. SNAG currently pays for the speakers' travel, accommodations, ground transportation, conference fee and a \$300 honorarium. This "package" is more than the other craft organizations pay for their speakers. However the membership has indicated to the board that it would like the honorarium increased to \$500.

ACTION: The Board agreed to increase the speaker honorarium to \$500 for the 2012 conference and budget.

The Board moved on to discuss the issue of conference documentation raised by our membership. The ideas were exchange concerning the use of podcasts or video as the documentation. Copyright issues were discussed. The Board decided to come back to this topic later in the weekend.

The Board moved on to discuss the possibility of a conference with an international focus (still located in North America), and how beneficial this could be to our membership. Future conferences could focus on a specific area such as Latin America, etc. This could expand our international base membership.

ACTION: Have the new conference site person pursue this idea.

The Board discussed the idea of creating a conference book. Would definitely need an editor and graphic designer for such a project. Need to talk to others about their experiences with publish-on-demand books. No one is available to take on this project right now. This idea was put on hold until the next Board Meeting.

Executive's Director Report (part II) presented by Executive Director Dana Singer.

The Manufacturing Jewelers and Suppliers of America is interested in a joint membership with SNAG. The Board discussed the possibilities of this partnership and possible benefits to our members and our organization. While the Board is pleased with other mutually beneficial partnerships between SNAG and MJSA, the decision was made not to pursue this one.

ACTION: Dana Singer will follow up with Rich Youmans and David Cochran at MJSA to let them know.

Executive Director Dana Singer moved on to present to the board feedback on the overall performances of SNAG's office staff and the editor of *Metalsmith*. The Board discussed the importance of our office staff members.

Motion (John Rais): After review by the board a motion was made to accept the proposed 2011 employee and contractor compensation structure. **Second (Caroline Gore). Unanimously approved**

Online Committee Presence Report presented by Jamie Obermeier

A request from the Online Presence Committee was presented to the Board. To request funding to support a professional blogger to cover the Seattle conference. The Board discussed this topic. Pro's and Con's were addressed by the Board. The last two years' conferences were blogged by multiple volunteers, with great success. Jay Whaley also set up his BlogTalkRadio in Houston. The Board wants to continue hearing different perspectives from different volunteer bloggers.

ACTION: Jamie Obermeier will follow up with the OPC committee and explain the Board position.

Marketing and Fundraising Report presented by Marlene Richey and Nanz Aalund

Two of our major fundraising events, the Silent Auction and the Raffle were very successful at the Houston Conference because of new components launched by the volunteer coordinator Marlene True. True also coordinated our inaugural online auction in October. Aalund and True have divided the fundraising events into three distinct components each with their own focus: In the Spring will be a raffle to benefit the Educational Endowment, continuing to focus on large premiums such as workshops and equipment, as it did in Houston. In the spring will also be the conference auction, as a combination of bidding both online and onsite at the conference, with a focus on items that are more service- and product-oriented, such as photography, accounting, advertising in *Metalsmith*, and casting. The fall online Auction will focus on jewelry.

After several years in the position, True is officially ending her volunteer work as coordinator at the end of the Seattle Conference. Between now and then she will mentor 3 volunteers, one to take over for each area (Spring auction, Spring raffle, Fall auction).

The Harmony Jewelry Design Competition was presented to the Board and how this year focuses on sustainable materials. No further action was needed.

Members Services Table Report was presented by Nanz Aalund

Feedback was presented to the Board on how well the products at the Member Services Table have sold. Some are more popular than others. There is a fair amount of inventory still at the SNAG office. Aalund and Richey addressed the new products they want to create for the Seattle conference. No further action is needed.

Executive's Director Report (part III) presented by Executive Director Dana Singer.

The Bellevue Arts Museum in Seattle, WA has asked SNAG to become a supporting sponsor of their annual art jewelry event, INDULGE 2011 in return for extensive marketing benefits. The Board discussed the Pro's and Con's of supporting this event, including ancillary benefits that may accrue to the Seattle conference in May 2011.

ACTION: Given the audience attending the event, the Board agreed to support this event in the name of *Metalsmith*, to garner the marketing benefits for the magazine and hopefully increase subscriptions from this targeted audience. Executive Director Dana Singer will follow up with the Development Officer at BAM and coordinate the details with them.

SOFA Lecture Series Report was presented by Caroline Gore

The Board discussed the proposal to increase the Emerging Artists' speaker honorarium from \$100 per person to \$300 per person, and the regular speaker honorarium from \$300 to \$500.

ACTION: The Board agrees to raise the speaker honorarium.

Nominations and Elections Committee Report was presented by Stewart Thomson.

The Nomination and Elections Committee is asking for direct representation on the Board and to participate in the meetings. The Committee seeks the support of the Board to pursue and accept a by-law change to this effect. The Board discussed budgetary impact and the Pro's and Con's of this additional appointed Board Member.

ACTION: The Board agrees to move forward with this idea. Stewart Thomson will report back to the NEC and will work with them to create a new proposed by-law change to go on the 2011 ballot. The NEC will present it to the Board for approval before it's placed on the ballot.

Meeting adjourned for the day at 4:30 p.m. Karen Lorene hosted a champagne and cheese reception for the Board at Facere Gallery at 5:00.

Saturday October 23, 2010

The President Harlan Butt called the meeting to order at 9:10 a.m. on Saturday, October 23. All Board members and the Executive Director were present.

Volunteer Coordinator Report presented by Eliana Arenas

Michelle Pajak-Reynolds, would like to step down as SNAG's Volunteer Coordinator. She asks for feedback from the Board of possible candidates to replace the Volunteer Coordinator. The Board discusses a few names of active volunteers.

ACTION: Eliana Arenas will follow up with Michelle Pajak-Reynolds, and conduct a search for possible replacements.

The Board moved on to discuss the topic of creating a digital edition of *Metalsmith* magazine. This discussion was led by Treasurer Stewart Thomson and Executive Director Dana Singer. It is now less complicated and less expensive than it was previously. For all members, access to the digital version would be in addition to the hard copy received in the mail, not in lieu of it. However, subscribers would make a choice between a hard copy subscription and a digital subscription

Several points were brought to the table: Added benefit to our membership, increase our readership especially with people buying iPads and international subscribers who experience long international postal delays, and creates new value-added for *Metalsmith* advertisers. Have the first digital issue on view at the Seattle conference.

Motion (Marlene Richey): The Board agrees to launch a digital version of *Metalsmith* within the budget presented at the meeting. **Second** (Nanz Aalund). **Unanimously approved.**

Treasurer's Report (Part II) was presented by Treasurer Stewart Thomson.

Treasurer Stewart Thomson presented the second part of his budget report. Thomson reviewed all the proposals that have been adopted by the board with budgetary impacts. So far we've added roughly \$8,400 to the draft proposed 2011 budget.

Exhibitions Planning Committee Report was presented by Caroline Gore.

Caroline Gore reports that the exhibition proposal previously under consideration by ExhibitsUSA was withdrawn at the end of August by the curators who had made the proposal, so we are starting over with our next traveling exhibition. Caroline Gore and Dana Singer have created new parameters that must be followed if an exhibition proposal made to SNAG is accepted. These include memorializing conversations and negotiations that take place between the Board Liaison and the curators, and putting a contract in place early in the process, to avoid having this situation occur again.

The Exhibitions Planning committee is now ready to send letters to other curators to solicit new exhibition proposals.

The Exhibitions Planning Committee wants to investigate the possibility of producing online exhibitions through our website. These online exhibitions would also be used to create new opportunities for emerging curators in the field.

ACTION: The Board supports this new venue.

Educational Endowment Scholarships Report was presented by John Rais

Robert Brown, the Endowment Trustee, has proposed the amounts of scholarships be increased, in part because the principal has grown to \$88,000 and in part because SNAG's fundraising for the Endowment now brings in more money each year than is being distributed through the scholarships.

Motion (John Rais): To increase the total amount of the Educational Endowment Scholarships, by another \$1500 in total amount (one \$2,000 scholarship, one \$1,500 scholarship, and one \$1,000 scholarship). **Second** (Anika Smulovitz) **Unanimously adopted.**

The Board agreed that we need to make it clearer that undergraduate and graduate applications are judged separately, and that at least one scholarship will go to an undergraduate each year. The CAFÉ online application system will now be our sole application process for jurying. The Board agrees to accept only one letter of recommendation in the Educational Endowment Scholarships application process.

Editorial Advisory Committee Report was presented by Anika Smulovitz

A very successful year for *Metalsmith* Magazine and the Editorial Advisory Committee. The Board discussed what the Editorial Advisory Committee is doing to represent art, jewelry, design and metal in each edition. The Committee asks the Board to approve Marjorie Simon as the new member of the Editorial Advisory Committee, and she will also be the Committee's Chair.

ACTION: The Board approves Marjorie Simon to the Editorial Advisory Committee.

The Board moved on to discuss the draft revised Conflict of Interest Policy presented by Stewart Thomson.

ACTION: In accordance with recent IRS guidelines, the Board agrees that SNAG staff, subcontractors, the Board, members of formal committees, and key volunteers will need to sign the new policy, by a set date and have an annual signing for better due diligence and record keeping.

Name Change Research Committee Report presented by Caroline Gore.

The Board discussed the report and feels that it doesn't address the Committee's charges. More research needs to be done by the Committee in specific areas. The Board gave Gore feedback on how to guide the Name Change Research Committee. A complete report that addresses the Committee's charges should be presented for the next Board meeting.

Metalsmith

The Board then moved on to discuss the Summary Results for the *Metalsmith* Readership Survey 2010. No further discussion needed.

Members Exhibition Gallery

The Board discussed the upcoming Members Gallery pages in SNAG's website. The OPC wanted to design the template and Anthony Tammaro is working on it. The structure must be user friendly and incorporate standards for high quality images. Discussion on the look of each page, whether it could have a different look from the rest of SNAG's website, so entering a visually new space particular to the Gallery.

The Board welcomes the Seattle Conference Co-Chairs Joan Hammond and Carmen Valdes to the meeting. They gave a presentation about the conference.

Meeting adjourned for the day at 5:01 p.m.

Sunday October 24, 2010

The President Harlan Butt called the meeting to order at 9:02 a.m. on Sunday, October 24. All Board members and the Executive Director were present.

Budget Report was revisited by Treasurer Stewart Thomson.

The Board discussed the draft proposed 2011 budget as it stands today. It is not yet balanced however the Board agrees it has come to a comfortable place until more financial information is received at the end of November. Thomson will bring a revised version of the proposed budget to the Board later in early December for approval via email. No further action needed.

New Business is opened.

The Art Jewelry Forum has expanded its membership categories beyond collectors and gallerists, creating the Arts Professional membership, for \$100. The Arts Professional Membership is for those with a professional interest in art jewelry, such as makers, curators, art educators, or writers. Since this overlaps with SNAG's membership, the Board discussed what draws people to SNAG and what draws people to AJF, our respective strengths. No further action is needed.

Old Business is reopened.

Executive Director Dana Singer talked about a possible Board Strategic Planning Retreat in 2011. If funding is secured, this would probably take place in the summer of 2011 for 2 full days.

Meeting adjourned at 10:45 a.m. on Sunday October 25, 2010.