

## **SNAG Board of Directors Savannah Meeting September 28 – 30, 2007**

In Attendance: Lora, Patzlaff, Rais, Shaw (arrived 12:15pm), Singer, Sundgrenz (until noon), Thurman (arrived after 3pm), Thomson, Zilker  
Absent: Rath, Wang

The annual Fall meeting of the SNAG Board of Directors was called to order at 9:22 A.M. on Friday, September 28, 2007, at the Marriot Courtyard in Savannah, Georgia, the President being in the chair.

### President's Report (Patzlaff)

The Constitution and By-Laws were reviewed. It was reiterated that all budgets are due to the Executive Director in advance of each board meeting. The Consent Calendar was read in order to accept the reports that were included in the package. All reports were accepted after discussion. The Conference Report and Friends of SNAG were moved back into the Agenda.

Due to Evan Larson's resignation, there is the need to identify new Board members. The Board emphasized areas where certain skill sets are needed: fundraising, marketing, conferences. Discussion followed about whether the NEC chair should be a member of the Board, and about other potential Board candidates. Discussion to be continued tomorrow.

### Name Change Committee (Zilker)

Discussion focused on the large amount of resources (financial and work hours) to implement a new name and to promote that change to the public to prevent loss of name recognition. Zilker recommended that the membership be included in a discussion focusing on if the organization's name should be changed, not what it should be changed to.

**ACTION:** The Name Change Committee will create a more detailed plan, the Board will review it, and it will be implemented before the Savannah conference so it can be a topic of discussion during the conference.

## CONFERENCES

### Savannah Conference Discussion (Lora)

Lora provided an update on the progress for the Savannah conference. Biggest concern right now is the move to an electronic registration book, and the need to communicate well and often about the terrific content of the Savannah conference, encompassing speakers and exhibitions and the city itself. Discussion followed about broader advertising and broadcast email to other guilds, organizations, etc. to send on to their membership lists, as well as information in Metalsmith magazine.

Need to know what cities Peggy Eng is looking at for future conferences, and the status of those conversations (last we heard it was Minneapolis, Toronto and Ontario).

**ACTION:** Lora will find out and report back to the board.

### Friends of SNAG (Lora, standing in for Wang)

Discussion regarding the funding and logistics of this program. Concerns were voiced about how far along the planning was given that the conference is happening a lot sooner (in early March 2008).

**ACTION:** Prioritize this program to ensure success through sufficient planning and logistics.

#### Philadelphia Conference Discussion (Lora)

Discussion focused on the selection process of three proposed keynote speakers, and the role of the keynote. Lora will communicate relevant aspects of the discussion to the conference co-chairs.

#### SNAG T-Shirts

Discussion on the creation and distribution of SNAG T-shirts, specific to our conferences.

**ACTION:** Sundgrenz will research costs and best practices to make them available to the membership.

#### 40<sup>th</sup> Anniversary

Patzlaff will approach a short list of selected SNAG members to comprise an ad hoc committee to coordinate activities at the Philadelphia 2009 conference, as well as possible celebration events outside of the conference.

#### Volunteer Coordinator (Shaw)

The role of the Volunteer Coordinator is to find and match the volunteers to various requests from the board and staff. The VC makes the connections between the work needing volunteer assistance and the volunteers to do the work. The project leader, not the VC, must set the schedule and make sure the volunteer knows what to do. The Volunteer Coordinator would then do follow up with both parties to find out how the assignment worked out.

Shaw will create guidelines that will become part of the Board Handbook. Shaw will also send out a reminder to the Board describing the role of the Volunteer Coordinator.

Wang needs to contact the current Volunteer Coordinator, Michelle Pajak Reynolds, about finding a new Silent Auction coordinator. Zilker offered suggestions.

#### Conference Student Assistantships (Rais)

The Board agreed to change the assistantship arrangement to 50% of the student fee (currently \$140). The number of assistantships will increase to 25. Rationale: to spread the benefits to more students, while still reducing the student registration fee significantly to \$70.

#### Education Dialog

The new Board liaison for the Education Dialog is now Sam Shaw. Board discussed the specifics of how the ED will be scheduled within the conference including AV costs, programmatic conflicts, and scheduling options.

#### Budget (Thomson)

After an extensive and thorough discussion of financial problems, challenges, and possibilities for revenue generation (including improved connections with *Metalsmith* magazine) and their related Strategic Plan items, several actions were identified.

ACTIONS: Singer will secure a professional telemarketer to contact lapsed members/subscribers to increase membership/subscription renewals and increase our retention rate going forward. Change the gift direct mail content and add graduation as a second gift mailing piece. Singer will also research the possibility of adding a SNAG membership option to the *Metalsmith* subscription available from Amazon.com.

#### Membership Fee Increase (Patzlaff)

MOTION (Shaw): The SNAG membership fee increase to \$79 a year, (\$49 student membership rate) to be placed on the ballot and voted on by the membership at the 2008 membership meeting. Effective immediately upon the completion of the vote. Seconded. Discussion of specific amount and financial implications as to why an increase is necessary (since all costs have gone up since January 2003, which was the last dues increase). Motion passed unanimously.

Discussion about the price difference between *Metalsmith* magazine subscriptions and SNAG membership, how to communicate the valuable benefits that accrue with SNAG membership, and how more subscribers could become members.

MOTION (Shaw): To increase the North American subscription rate of *Metalsmith* from \$29 to \$34, and increase the newsstand price \$1.00. Seconded and passed unanimously.

MOTION (Shaw): To increase the international subscription rate of *Metalsmith* by adding \$15 to its current rate. Seconded and passed unanimously.

#### Lifetime Achievement Award (Zilker)

With so many worthy candidates, the Board is committed to making this award every year.

#### *Metalsmith* Editorial Advisory Committee (Zilker)

The 2008 EAC meeting will be canceled as a cost savings measure.

#### SNAG News

Discussion of positive and negative aspects of offering SNAG News only online and discontinuing the hard copy mailing.

MOTION (Patzlaff): Move SNAG News to online only delivery. Seconded and passed unanimously.

ACTIONS: Patzlaff will address the concerns of shifting SNAG News to online only in the President's letter in SNAG News.

Adjourned Friday, September 28, 2007, 7:10pm

Call to order: Saturday, September 29, 2007, 9am

### Strategic Plan & Clarity of Purpose (Thurman)

After distribution of the new Mission Statement and proposed Core Values, the Board engaged in brainstorming and discussion to decide upon SNAG's Core Values.

MOTION: (Lora): I move to create the Mission Statement as The Society of North American Goldsmiths supports, promotes, and advances the professional practice and discourse of artists, jewelers, and metalsmiths. By cultivating excellence and innovation through education, we create greater awareness and appreciation while advocating for the field. SNAG provides access to resources and a vibrant and passionate community. Seconded and the Motion passed unanimously.

MOTION: (Lora): I move to accept SNAG's Core Values as "Community, Leadership, Learning, Innovation, and Excellence." Seconded and the Motion passed unanimously.

### SNAG Website (Thurman)

Discussion of public access to artist image directory as an additional membership benefit. This benefit would promote each member's work, and ultimately would also optimize each member's search engine results. A suggestion was made for linking to volunteer coordinator on home page as well as a request to explore online fundraising auction options. Thurman will research and report back to the Board at the Spring 2008 meeting regarding the cost, timeline, and benchmarking for Artist image directory as well as possibilities for online fundraising auctions. The discussion was suspended upon arrival of the Savannah Conference co-chairs.

### Savannah Conference update (Lanelle Keyes, Bonnie Kubasta)

The conference co-chairs shared progress on the conference plans with the Board, including news about the conference "mascot," exhibitions, and events. The Board expressed its gratitude to the co-chairs and compliments on their work.

### SNAG Website (Thurman)

The Board needs a method of evaluating the new website.

ACTIONS: Thurman will develop website review format/form based on the model of Executive Director review form, which will Singer will provide initial feedback on. The form will then be distributed to the Board through Survey Monkey before the March 2008 meeting with enough time to complete and compile feedback.

Following discussion of Board resources on SNAG website, Thurman agreed to set Quicktopics up as soon as possible.

Following discussion of the *Metalsmith* publication database (indexing back issues), Thurman will contact Alpine for more specific information on completing the Publication database.

Adjourned for lunch, 12:20pm. Reconvened at 1pm.

### Strategic Plan, Goal 2b: Strengthening of Purpose – Program Review Committee (Patzlaff)

Patzlaff requested approval from the Board for Nancy Shapiro's Patzlaff requested approval from the Board for Nancy Shapiro's appointment to the Board and the Board approved the appointment. Shapiro will head the ad hoc Program Review Committee along with two additional volunteers. The Committee will draft Program Review Criteria for comments by the Board at the Spring 2008 meeting. The revised Program Review Criteria will be circulated electronically May 2008 and finalized for use by the Board at the Fall 2008 Board Meeting to conduct a review of all of the organization's programs. The criteria will also be used in the future to evaluate and make decisions on new ideas submitted.

#### Strategic Plan, Goal 2c. Strengthening Programs and Services (Patzlaff)

Patzlaff recommended that Strategic Plan Goal 2c follow Goal 2b rather than be ongoing concurrently. Because of this, the Board approves the moving of the Timeline for Goal 2c to begin Spring 2009.

#### Strategic Plan, Goal 3a: Improved Board Communication and Functioning (Patzlaff)

Discussion and feedback on the new format of the Board Handbook. Suggestion of new page numbering system and inclusion of revision dates and to maintain up-to-date digital archive.

#### Strategic Plan, Goal 3b: Improved Board Communication and Functioning (Patzlaff)

Previous Board meeting discussion related to the website and the online Quick Topics service covered how information could be available online to the Board

#### Strategic Plan, Goal 3c: Improved Board Communication and Functioning (Patzlaff)

Discussion on the relationship between the Board liaison and Chair of the NEC. Board agreed that there needs to be more open and consistent communication between the board and the NEC chair about what SNAG needs.

ACTION: Thomson will contact the Chair of NEC to draft recommendations for recruitment, quotas, and election process (Strategic Goal 3c) for Board review.

#### Budget (Thomson)

The Board reviewed and discussed the proposed 2008 budget. Discussion of Board members paying part of their board-related expenses to be considered. Decided on many other possible budget savings such as reducing the number of conference fee waivers, complimentary memberships and subscriptions, and staff and subcontractors' travel. The Board approved increasing the Connections Room fee to \$100 for 2008 Savannah conference. The Board also set the 2008 budget for the Exhibition Planning Committee at \$2500 (half of a \$5000 curatorial fee). Extensive discussion of cost saving measures related to *Metalsmith*, conference, and all other programs.

#### Exhibition Planning Committee

Rath had raised a number of policy questions relating to exhibitions. Board does not want to have policy discussion without her participation.

ACTION: Patzlaff will request from Rath an updated exhibition policy for Board input, all of which will be addressed at Spring 2008 meeting. Suggestion from the Board is that curators are paid incrementally based on goal completion.

#### 2006 Audit and Tax Return

Board addressed new issue of Unrealized Business Taxable Income specific to Metalsmith advertising revenue.

ACTION: Singer will finalize with accountant and report back to board.

#### Maternity Leave for Operations Manager

SNAG will give Tara Jecklin three months unpaid maternity leave, will continue her insurance and retirement plan benefits during those three months but will not allow vacation time accrual during the time she isn't working.

ACTION: Singer will find her interim replacement.

#### Breach of Confidentiality (Patzlaff)

Discussion of implementing policy related to Board members signing a contract confirming their acceptance of the policy.

ACTION: Patzlaff will add to President's guidelines to reemphasize confidentiality at the beginning of every Board Meeting.

Adjourned Saturday, September 29, 2007, 5pm

Call to order: Sunday, September 30, 2007, 8am

#### Nominations and Elections Committee

ACTION: Rath will contact NEC to contact their list of potential candidates

#### Audio Visual (Shaw)

Shaw has confirmed with Keith Lewis about long term storage. The Board expressed appreciation but recommended finding another solution.

#### Proposed Changes to By Laws / Ballot (Thomson)

Discussion regarding dues & by-laws as well as the financial impact of additional Board members.

MOTION (Lora): As a change in the By-Laws, on the ballot in March, the addition of one 2 year appointed and one 4 year elected Board position.

Seconded. Approved with a passing vote of five in favor, one against.

Discussion of the impact and practicality of the Board having the ability to raise membership dues when needed.

MOTION (Thomson): As a change in the By-Laws, on the ballot in March, membership fees will be set by the Board. Seconded. Approved with a unanimous vote.

MOTION (Thurman): As a change in the By-Laws, on the ballot in March, to add "In respect to evolving technologies as they may affect the means by which official business of the organization is conducted, these By-Laws authorize

the use of the most appropriate technology/technologies.” Seconded. Approved with a unanimous vote.

#### General Budget discussion

Regarding the Professional Development Seminar: discussion of whether the PDS should become the opening session of the Conference and/or raising the registration fee of PDS. The Board decided that the fee will remain the same.

Regarding revenue generation, could advertising be sold on SNAG’s website? The Board approved pursuing the option only if budget positive.

ACTION: Thurman, Singer, and Jecklin will research cost variables for different types of SNAG website advertising. Singer will ask Savarese to research options for combinations with other advertising.

Could SNAG charge for members’ image/page on SNAG website? Other possibilities for revenue generation included ongoing effort for retention of members by using a telemarketing professional and the selling of SNAG promotional items.

The Annual Appeal was discussed in regards to its timing and content. A targeted version of the Annual Appeal will be completed and brought to the Fall Board meeting 2008 for board members to sign if the timing of the Board meeting is such that it could still be mailed no later than the first or second week in November. A version of the 2007 Annual Appeal will be sent to individual Board members to be sent to their own mailing lists.

#### Fundraising (Lora)

The Board discussed the following areas of fundraising related topics:

- Presence at Craft Shows
  - The Board agreed that it shows that SNAG supports its members at the craft shows, as well as increases new memberships. There was discussion about the possibility of sending members “membership signs” (similar to Furniture Society) as a means to support.
- Membership Levels
  - Discussion about how effective different membership levels are and who is responsible for implementation. Singer will put plan in place for a new Patron membership level by Spring Board Meeting 2008 and be ready to implement if membership approves the dues increase (so both are rolled out at the same time).
- Corporate Sponsorships
  - Could there be a version of annual appeal letter directed to sponsors? Would this letter help to foster personal connections with suppliers and vendors? Would vendors enter a partnership where a % goes back to SNAG? SNAG would advertise that partnership. Lora and Patzlaff will initially research how the logistics function and report findings to the Board by November 15.

#### Standing Fundraising Committee (Patzlaff)

ACTION: For this committee, to be comprised of non-makers with regional emphasis, and including one Board member. Goal is for individual companies to sponsor events on the East Coast (NYC), West Coast (San Francisco), and central (Chicago?). No cost to SNAG to produce the events. Schedule in conjunction with SOFA Chicago and SOFA NYC to minimize additional travel for Executive Director.

#### Marketing (Lora)

Discussion regarding the importance of marketing and the difference between fundraising and marketing.

ACTION: Lora will differentiate revenue generation items between fundraising and marketing and send to Patzlaff, in anticipation of Fundraising coordinator being appointed to the Board.

#### Fundraising event in Bay Area in March/April 2008

ACTION: Lora will send Patzlaff all information about event to this point and keep Patzlaff informed on all future developments.

#### Budget Review

ACTION: Thomson and Singer will revise the proposed budget by mid-October, incorporating all of the changes made at the meeting, and the Board will review and vote on it through a conference call by the end of October.

#### Presidential Pins

ACTION: The Board approved purchasing three pins from J. Fred Woell to reinstate the practice of giving pins to the retiring presidents; two past presidents who did not receive such pins will be included. Singer will discuss with him the possibility of Woell bequeathing the casting rights to SNAG.

#### Health and Safety Research (proposed by Tim McCreight)

The Board decided that information of the type proposed already exists in various places and formats, and publishing such information this is not a priority of SNAG's finite resources at this time.

ACTION: Singer will respond to McCreight's inquiry.

#### Reader Survey

Jean Savarese has requested that SNAG invest in a viable reader survey that she can use for advertising sales. At cost of \$8,000 to \$10,000, the Board cannot approve it for 2008.

ACTION: Singer to look into what lesser dollar amount may be feasible, while still receiving viable usable data.

#### Board Service Appreciation

Board agrees we are lacking in this area. Need more pomp and circumstance.

ACTION: In the future, plan ahead to ensure that all Board members leaving the Board will be publicly thanked at the annual conference.

Adjourned Sunday, September 30, 2007, 11:45am.