

Society of North American Goldsmiths  
Toronto Board Meeting  
May 14-15, 2013  
**Agenda**

**Tuesday, May 14 - 9am-5:30pm**

1. Greetings
2. Announcements
  - a. Confidentiality
  - b. Recognition of approval of minutes from October meeting
  - c. Revisions to agenda, additions, inserts and support documents
3. Consent Calendar
  - a. Advertising Sales
  - b. Auction Report and Raffle
  - c. Exhibition Planning Committee
  - d. Guild
  - e. Nominations and Elections Committee
  - f. Online Presence Committee
  - g. President
  - h. President-Elect
  - i. Student Related Services
  - j. Symposium
  - k. Volunteer
4. Mentoring Program – Brigitte and Bryan
5. Fundraising - Karen
6. Treasurer’s Report - Anne
7. New earned income streams - Dana
8. SNAG Products – Renee and Sharon
9. Program Committee Restructuring – Bryan
10. Executive Director Position - Dana

**Wednesday, May 15 - 8:30am-12:30pm**

1. Metalsmith – “We Want You Back Campaign” – David
  2. Print vs. Digital Metalsmith – David
  3. Meet with Suzanne Ramljak
  4. Minneapolis Conference - Pam
- Old Business  
New Business – Karen’s Board Assignment

SNAG Board of Directors Meeting Minutes  
Toronto  
May 14-15, 2013

**Tuesday, May 14, 2013**

Present: SNAG President Sue Amendolara, President-Elect, Renee Zettle-Sterling, Treasurer Anne Havel, David Forlano, Karen Lorene, Brigitte Martin, Sharon Massey, Jamie Obermeier, Bryan Park, Todd Pownell, Pam Robinson, Marlene True, Nominations and Elections Committee Chair, Kristi Klosst. Executive Director Dana Singer was also present.

SNAG President Sue Amendolara called the meeting to order at 9:01a.m. Noted for the record that this is a shorter Spring board meeting than we usually have, in order to reduce costs (nights in the hotel).

The President reminded the board that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

The Board acknowledged for the record that they have previously approved and adopted the minutes from the October 2012 meeting in Toronto. Anne Havel wants to correct two specific items relating to her Treasurer's report during that meeting, one involving the conference breakeven figure and the other relating to our accounting firm, MLOY.

Specifically, from Anne Havel's May 2013 Treasurers report:

"There are some errors related to my report. Don't know if this belongs here, but, I am pretty sure the BOD will have to re-vote to accept the minutes.

**From October Minutes:**

**"Budget Report** presented by Anne Havel, Treasurer

Discussed our year- to-date financials. She found an error in our balance sheets with respect to how grant funds were being recorded—changed from year the money is spent to the year the monies are actually received. Our accounting firm didn't give us corrected reports."

I did not find an error in our balance sheet. I indicated that our books were not maintained correctly and that MLOY corrected our balance sheets. I said I realized that our presentation had been incorrect after reviewing what MLOY submitted to us as our correct financial statements. I also added that our accounting firm back in 2009 did not give us correcting journal entries to fix our general ledger and that is why the incorrect presentation continued.

"Continued financial discussion in terms of the Conference. The 'break-even' numbers have changed. We need to increase registration rates as well as streamline expenses. "

I don't believe I indicated the break-even numbers changed. I did indicate that they have slight fluctuation from year to year but that the number is around 700. That's in my submitted report."

**Motion** (Bryan Park): to amend the October 2012 minutes as indicated by the Treasurer. Second (Karen Lorene). Passed unanimously.

No agenda changes to Consent Calendar.

**Motion:** to accept the Consent Calendar. **Seconded.** Passed unanimously.

**Mentor Program Report, Brigitte Martin and Bryan Park**

Pursuant to the board having expressed initial interest in the October 2012 board meeting and the March 2013 board conference call, the Committee presents the draft Code of Conduct and a Timeline requested by the board. Stressed this is a professional forum (business/career expertise), not techniques. Set clear boundaries for mentees regarding their relationship with the mentors. Start with pilot program in Fall 2013 for 200 mentees; must be SNAG members to participate. Completely online with potential to expand into other areas later.

Broad focus, studio artists and academics as mentors, also younger and older members, including retired members, want this to be cross-generational learning from each other. Calling it Road2Success.

**Motion** (Bryan Park): to move forward with the pilot mentor program as outlined in his board report proposal. Second (Renee Zettle-Sterling). Passed unanimously. Announce this at the membership meeting in Toronto.

**Fundraising Report, Karen Lorene**

Before the board meeting, Karen had everyone watch the TEDtalk featuring Dan Pallotta, changing how people think about nonprofit fundraising. Karen asked “Why would you make a donation to SNAG?” and went around the table person by person. Answer: “It’s where I come to be fed.” Board talked about the need to address fundraising more systematically, personal asks, bequests in wills, mail campaigns, matching funds. Focus on specific projects/program. Also think Indie-go-go and Kickstarter projects. Need fresh ideas and involvement.

Action: Karen will create a fundraising committee, specifically an “Asking Committee,” comprised of people outside the board

**Treasurer’s Report, Anne Havel**

A number of points she wants to address: 1) reviewed 2013 year to date through March, concerns about revenue; 2) membership and subscription numbers are down 3) need to do a much better job of communicating the benefits of SNAG programming; 4) conference registration fees; 5) \$100,000 shortfall in 2012. To this list Dana added generating new earned income streams and gave a couple of examples. Need to be

leveraging online programming, broader audience and way more affordable. Extensive discussion about each of these points, every area of SNAG needs to be profitable, self-supporting. Board talked about the Trunk Show, perhaps expanding beyond the conference. Trunk Show and Symposium are both new, and we should continue to build on their successes. SNAG needs to communicate our benefits better and it was suggested that we retain someone with experience in this area.

Focus on conferences. Membership needs to understand that the registration fees don't cover 100% of the costs, fundraising makes up the difference. This is exactly how nonprofit theaters operate. It's not a question of being "poor."

Action: As of the 2014 new conference format and programming, increase conference registration fees to \$295 for student members and \$395 for regular members.

**SNAG Products Report**, Sharon Massey and Renee Zettle-Sterling

Generate revenue with SNAG merchandise, incorporating the new SNAG logo that we haven't yet implemented. Rachel Shimpock will head up a volunteer committee devoted to this.

Action: Have something ready to launch at 2014 conference. Go beyond the usual, create something well designed, good quality, and fun.

**Program Committee Restructuring**, Bryan Park

Continue to address recruitment and burnout. In October board discussed taking the current program committees and other assignments and standardizing them into a group of committees that all function in similar fashion. Board assignments would become more balanced. Engage more SNAG member volunteers. Restructuring needs to simplify everything and be sustainable.

Action: Bryan will speak with each board member about their assignments to determine what their needs are and how committees need to be structured, then address his findings with the Executive Committee.

**Executive Director Resignation**, Dana Singer

Dana presented a proposal for extending her last day at SNAG, giving the board options month by month through December 15. She urged the board to get the search process underway immediately. Ideally have some overlap between Dana and new person. Think of this as opportunity for SNAG, fresh ideas, fresh perspective, and it may be time to redefine positions and roles. Board discussed details and logistics, will continue discussion this evening over dinner.

Dana will make a comprehensive list of everything she does, and will include there projects that are on hold and those on a Wish list.

Meeting adjourned for the day at 5:40 p.m.

**Wednesday May 15, 2013**

Present: SNAG President Sue Amendolara, President-Elect, Renee Zettle-Sterling, Treasurer Anne Havel, David Forlano, Karen Lorene, Brigitte Martin, Sharon Massey, Jamie Obermeier, Bryan Park, Todd Pownell, Pam Robinson, Marlene True, Nominations and Elections Committee Chair, Kristi Klosst. Executive Director Dana Singer was also present.

SNAG President Sue Amendolara called the meeting to order at 8:30 a.m.

**Metalsmith/EAC Report, David Forlano**

Began report with comments from the floor of ACC St. Paul and the Smithsonian shows. Gave report on the EAC meeting that took place in Philadelphia in February. The covers aren't doing Metalsmith justice. The inside is so beautiful, but the covers are not engaging enough. We want covers that make a person reach out and open up the issue. The EAC also suggests a new subtitle/tagline for Metalsmith. Tie that in with a new tagline for SNAG as well, something that conveys what we do better. Then add to cover: "The official publication of the Society of North American Goldsmiths." EAC suggests an online component to each issue, for example an additional article that's available only online. Could also make Megan Auman's column a centerpiece on our website.

Board then examined Metalsmith's mission statement, "The mission of Metalsmith is to document, analyze, and promote excellence in jewelry and metalsmithing. In fulfillment of the goal of producing a significant document of the field, editorial content will emphasize contemporary activities and ideas, with supportive content to include relevant historical work and critical issues." Board in agreement that it's time to revise this mission, it's too broad and too much for one publication to achieve. A lot has changed with Metalsmith's content, and its mission needs to reflect this; much more diversity of work.

Suzanne Ramljak entered the meeting, to meet with the board. She gave a report looking at recent past, the present, and the future. She gave the rosters to date for the next several issues. The board brought her into the conversation of all the Metalsmith-related items they had discussed this morning before she came in, wanting to hear her perspective. With respect to the cover, the board is open to non-objects, drawings, and work shown on the body. This is different from the past, and a welcome change, she's excited about it.

Suzanne left the meeting.

**Conferences Report, Pam Robinson**

Focus on Minneapolis, the speaker lineup is set except for the Keynote, and it's very strong content. There is a lot less exhibition space in Minneapolis. We will have one evening for Studio Crawl, another evening for Exhibition Crawl. Also doing more demos.

The board identified gaps in what they know so far re: speakers, exhibitions, studio crawl. There is a meeting on Friday with the conference co-chairs and Pam will focus on nailing down this information. Dana and Pam talked about new non-speaker programming that will begin with 2014, e.g, mentor tables at lunch, adding mid-career Portfolio Reviews. The board invited Kate into the meeting to talk about the conference from the perspective of the vendors, sponsors, hotel, etc. Kate suggested Monica Hampton to replace Ellen Laing. Dana will pursue this with Monica, to work on conferences through the Minneapolis conference.

**Executive Director Resignation**, continued.

Dana left the room and the Board discussed her proposal. The Executive Committee will follow up with her.

Fall meeting reminder: Minneapolis, fly in October 3, meet October 4-6, staying at the conference hotel, the Minneapolis Hilton Downtown.

Board meeting adjourns at 12:50 p.m.