

The Society of North American Goldsmiths
Weekly Meeting
Friday, August 23rd, 2013

Agenda

1. Greeting
2. Announcements
 - a. Confidentiality
 - b. Revisions to agenda, additions, inserts, support documents
 - c. John Garbett-Production Coordinator-Anne
 - d. Conferences-Renee
 - e. Emails-Renee
 - f. I am SNAG-Renee
3. Fundraising Efforts-Karen
 - a. A and B Lists
 - b. Windgate Challenge Grant
4. Organizational Shift-Brigitte
5. Old Business
 - a. Dana's Responsibility-Renee

SNAG Board of Directors Meeting Minutes
Conference Call – Weekly Meeting
August 23, 2013
12:00 – 1:00 pm EST

Present:

Renee Zettle-Sterling - President
Sue Amendolara - Past President
Anne Havel – Treasurer
David Forlano – Metalsmith Editorial Advisory Committee
Karen Lorene – External Fundraising/Outreach
Brigitte Martin – Community Liaison, Volunteer Liaison, OPC Liaison, PDS Liaison
Bryan Park – Executive Committee
Todd Pownell - Symposiums
Pam Robinson - Conferences
Becky McDonah – LAA Liaison and Guild Liaison, Secretary to the Board
Jim Bové - Exhibition Planning Committee Liaison, Board Speaks Out Coordinator
Donald Friedlich was also present, past president

1. Greetings

SNAG President Renee Zettle-Sterling called the meeting to order at 12:01 p.m. Minutes from the August 8th meeting have been circulated for corrections/revisions and the final draft will be presented to the board for a vote of approval.

2. Announcements

a. Confidentiality

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.

- b. Revisions to agenda, additions, inserts, support documents
- c. John Garbett-Production Coordinator-Anne
- d. Conferences-Renee

e. Emails-Renee

Board members are becoming overwhelmed by emails. Please try to limit the quantity by not replying to all if not necessary. Try to combine a whole thought into a single email instead of multiple emails.

A doodle poll will be sent out to try to set up a longer call once a month starting in September so that discussion can take place during the calls and not through numerous emails.

It was noted that there would be no issues/fines associated with cancelling the October board meeting in Minneapolis.

f. I am SNAG-Renee

The I am SNAG campaign has had good response; many people are sending things in.

3. Fundraising Efforts-Karen

a. A and B Lists

The decision was made to not separate out the A & B lists and just use one list of bigger asks to avoid confusion and help with avoiding the mistake of double asking. The list will consist of individuals only, no schools or organizations.

There will be a google.doc list for board members to sign up for people to contact like was used for contacting past board members. Board members will be checking the list for names that they may have a connection with. Volunteers will look up addresses, emails and phone numbers for the AB lists by next week so the sign up document can be shared.

John is working of the big ask names in the \$500 to \$10,000 range.

For the general membership, costs will be looked into for a snail mail ask for expenses such as printing and postage. Volunteers to stuff envelopes can be found, possibly students.

This approach would be trying to target people who did not open their emails.

So far there have been 2,200 emails sent out (138 snail mail to members without email addresses). Of the 2,200 emails, about half were opened and so far approximately 60 members have given to the collective amount of approximately \$3,000.

It was noted that over 40% of members open their Riveting News so it is a good tool to use to send out a notice/second appeal.

b. Windgate Challenge Grant

The Emergency grant/Interim Grant was received and Tara will be depositing the \$25,000 check into the SNAG account and Challenge grant of \$25,000 was also approved.

Any money raised before Aug 15th does not count towards the Challenge grant.

It was agreed that the board must focus our efforts towards the challenge grant.

There was discussion to make a list of talking points for board members to use when making calls to potential donors. Things like diversifying our income stream and making changes that bring results that make us more fiscally stable should be noted.

It was suggested to be frank about financial situation, not to scare people, but to let them know that it is dire. Reinforce the worthiness of the organization for support by the mention of having raised over 20,000 in pledges so far. Make it a two-way conversation. Karen asked Brigitte to put into writing her comments about the Windgate foundation that placed emphasis on an outside organization seeing SNAG as worthy for a second chance.

The question of anonymity was brought up with the Windgate grant and this will be looked into to see if board members can share the source with the membership when working on raising funds for the challenge grant.

The possible conflict was brought up as to the eligibility to request funds for the Namita Wiggers exhibition since SNAG was approved for the Emergency/Challenge grants. Jim stated that he already ran this by Dana Singer and was told there was no conflict between these separate asks.

Other items of discussion:

Membership

Membership numbers were discussed and Renee sent out an email to the board members of the annual membership numbers from 2005 – 2013 noting that the numbers for 2005 and 2006 may not be reliable due to a transition in the SNAG office.

2005 members 1506; subscribers 1157

2006 members 1719; subscribers 1514

(05, 06 are not accurate, info got lost in the office move)

2007 members 2589; subscribers 2132

2008 members 3024; subscribers 2487

2009 members 2874; subscribers 2115

2010 members 2938; subscribers 1985

2011 members 2765; subscribers 1918

2012 members 2799; subscribers 1935

2013 members 2776; subscribers 1965

It was noted that if members renew before membership expires it is hard to track, while it is easy to track new numbers. Volunteers working on finding out why members did not renew have experienced that most of the calls do not get answered personally; approximately 80% result in leaving a message. How many renew as a result of being contacted is not tracked at this time.

Raising Conference Fees

Early registration was equivalent to refunding a members entire membership fee back in savings. SNAG would like to raise general membership registration to \$395 and student \$295. There would be a discount for signing up promptly and fees for late registration. The fees for not paying timely could be \$420 for regular and \$335 for students.

This will help prompt early registration. If we don't meet our contracted numbers of rooms sold by a certain date with the hotel, we are charged more. This is why the conference fees go up after a certain date. It helps offset the raise in cost from the hotel. The amount raised is based on an average, not just a random amount. Currently Pam is waiting on that number and date from Kate.

For further discussion this item will be put on the agenda for the next conference call.

Prior to raising conference fees, 700 was the break even number. SNAG has restructured how speakers are paid in order to cut costs, and with raising the cost of registration there is hope that this number will go down.

The Minneapolis conference has a projected attendance of 600 to 700, but comment was made that this could more realistically be 550-600. It was mentioned that partnering with ACC could be a possibility

SNAG has had too many loss conferences. Transparency on this topic could bring understanding to the raised fees. The registration fee and other conference fees will be listed on the website before registration begins in order to help those applying for grants to do their budgets

The possibility of doing more outreach to secondary schools was brought up. Could high school teachers' attendance be eligible for credits to apply towards their certification and continued professional development?

Responsibilities

There was a reminder to go to the google doc that Brigitte put up of Dana's Responsibilities Divided. Brigitte is getting the information sent into the office and is working on separating what should be directed where.

Try not to overwhelm Tara with unnecessary tasks and be sure to thank her for the great job she is doing in this stressful time. Her hard work should be appreciated.

4. Organizational Shift-Brigitte

5. Old Business

a. Dana's Responsibility-Renee

These agenda items will be moved to the next conference call.

There will be no conference call next week due to interviews for the Executive Director position. Jim has joined the search committee to fill the position vacated due to a conflict of interest.

Board meeting adjourns 1:01 pm