

Society of North American Goldsmiths
Conference Call
Thursday August 8th, 2013
12:00pm-2:00pm

AGENDA

1. Greetings
2. Announcements
 - a. Confidentiality
 - b. Revisions to agenda, additions, inserts, and support documents
3. Editorial Advisory Committee-David
 - a. Publishing of Metalsmith
4. Conference/Symposiums
 - a. Alternating years
5. Board Structure-Bryan
6. Membership Drive
 - a. Corporate Membership
 - b. Set date for General Membership Drive
7. Non-Dues Revenue
 - a. John Garbett's proposal
8. Fundraising Updates
 - a. Jen Townsend's idea "I am SNAG"
 - b. Texting as a method to raise money

August 8, 2013
12:00 – 2:00 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
Kristi Kloss - Nominations and Elections Committee Chair,
Dana Singer - Executive Director

1. Greetings

SNAG President Renee Zettle-Sterling called the meeting to order at 12:05p.m.
Minutes from the previous July 26th meeting not yet distributed for reading and approval.

2. Announcements

- a. Confidentiality
- b. Revisions to agenda, additions, inserts, and support documents

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.

Anne Havel – Brought up the need to discuss the issue of how the board will divide up the list of executive director responsibilities from Dana Singer. This will be addressed in a later meeting after Brigitte and Renee have discussed how to divide the responsibilities. The list has not yet been shared with the entire Board of Directors.

3. Editorial Advisory Committee-David

a. Publishing of Metalsmith

Discussed proposal from Publishing Experts.
\$47,500 for the year would take over/include what Dana has been doing. This would move more of the publishing responsibility away from the Executive Director in order to free up their time for other tasks such as fundraising and writing grants.

Publishing Experts was highly recommended by Pentagram.
They will look at what Metalsmiths needs are as a magazine and would manage all of the different subcontractors and trim the fat on paper, shipping, etc. They project that they will save us their fee due to their reach and knowledge of the

field and negotiation skills. More information about their company can be found at publishingexperts.com.

Board wanted more information in order to know specifically when amounts would need to be paid and when will the savings start to show up. Can we commit to one issue with the hope for more? \$9,500 instead of \$47,000

Have already switched Creative Pages to a new company to save 20,000 over the year (4,000 per issue)

The need for more bids from other publishers to compare to Publishing Experts was agreed upon in order to do a comparison of services. Discussed looking into other publications for production examples: Sculpture Magazine, American Craft Magazine, Ornament, Ceramics Monthly, etc.

There was mention that currently 20% of the Executive Directors time is spent on Metalsmith – **this work flow was further researched after the meeting and it actually represents 9% of the Executive Directors time.**

With interviews for the new Executive Director beginning next week this is an important aspect that needs to be settled to better explain what the job entails.

Discussion of cutting costs included pros/cons of eliminating the Exhibition in Print and moving to 4 issues instead of 5 per year. It was brought up that Metalsmith is the greatest profit generating component to SNAG and what the change from 5 to 4 issues per year could mean to advertisers and people who have already paid their memberships expecting 5 issues.

The possibility of raising the entry fee to apply to the Exhibition in Print was discussed as well as if in order to be in the exhibition the artist must be a SNAG member or just charge more for non-members. The importance of getting the thematic call out early so that artists have enough time to respond was also discussed.

Publishing issue put on agenda for next week. Weekly call: 16th of August, 2013.

4. Conference/Symposiums

a. Alternating years

Goal of switching to alternating years is to cut expenses and work towards raising enrollment and giving members the chance to save up for the cost of the experience which can get up to \$2000 for the average person.

Past Presidents commented during the fundraising calls that this possibility has been brought up many times over the years. Other organizations that switched

to alternating years include ABANA (Artist Blacksmith Association of North America).

The Symposium (currently limited to 100 attendees) would be offered in the off years to give members the opportunity to attend an event.

It was discussed how this may effect the membership. How many new members does SNAG get from conference attendees and how many may not renew without the prompting to save money off the conference registration fee.

The possibility of adding more symposiums if the annual conference did not happen was discussed. This could be an opportunity to access the guilds and partner with them. Guilds such as the Seattle Metalsmiths Guild, Michigan Silversmiths Guild, East Carolina University, Florida, etc. are already offering such programming. It was suggested to look into offering them a major add in metalsmith (half page) and include a SNAG membership form on symposium registration.

Other ideas discussed were to boost what SNAG does for SOFA. More lectures or social events.

If moving to alternating years, the hotel contract is already in place for Boston 2015, so would begin skipping years in 2016 and holding them on the odd years.

The Symposium could still be held annually or switch to alternating years (even), and will continue to look at the Atlanta venue for 2014.

Vote on moving to every other year starting with 2015?

Motion:

(Anne Havel) To have conferences occur on the odd years starting after the 2015 conference.

(Pam Robinson) Seconded

Passed Unanimously.

Things to consider: What would happen to the staff position that currently spends their time working on the annual conference? Would they work on other revenue generating programming or go to half time? Fundraising, SNAG branding merchandise, webinars, etc.

The idea of looking more in depth into webinars as a source of revenue was raised and if their could be an institutional charge for them as well in order for

academics to share them with their students. This approach could give visibility to academics and makers and could be a movement that reaches out to the broader membership.

5. Board Structure-Bryan

Due to time restrictions this information will be sent out in an email.

6. Membership Drive

a. Corporate Membership

b. Set date for General Membership Drive

There was discussion on if the membership referral program will be implemented and when. Will there be a “we want you back” drive? (Brigitte has volunteers conducting a requests to why don’t you come back.) Currently there is no concerted push to get new members. The membership referral program and its benefits could be a priority for the new director.

Pertaining to member perks, the idea not to ask large donors for more discounts was discussed. Lark Books is not able to donate cash due to their Barnes & Noble ownership, but they can do a lot with free books that they cannot do with money. This could be further explored.

Students sign up when schools start so the importance of sending an email blast to educators to share with their students was mentioned. This is coordinated with Tara and usually happens every fall; she will have past broadcasts.

7. Non-Dues Revenue

a. John Garbett’s proposal

Skipped to next item due to time restrictions.

8. Fundraising Updates

a. Jen Townsend’s idea “I am SNAG”

b. Texting as a method to raise money

Video: I am SNAG is going out today. It will come out after the membership letter goes out.

Using texting to raise money can be approached through 5 or 6 different providers. Some have large up front registration fees, some have monthly fees or per text fees. The per text fee would eliminate the need for any large cash commitments. Jen Townsend has

offered to shoulder any upfront costs up to \$500. Brigitte/Volunteer committee is researching best firm for our needs.

Text your donation to: XXXXX This can go out on Facebook, etc.

Use a 5 digit code for \$15 or \$20 dollars.

The charges go to their phone bill. The vender would take their cut and then we get the left overs. This may be a good way to reach some of the younger membership.

Appeal

Deadline to contact past presidents/board members is August 12th. Update donation pledges on the google doc to keep track of what has been raised so far.

The Fundraising Committee will coordinate lists by the 13th/14th so that we do not double ask anyone to donate. This is very important; as there are multiple volunteers involved that do not have access to all the lists of past presidents, board members, book donations, etc.

Please add names to the B-list asks for the fundraising committee to work with. It was suggested to avoid schools or non-profits.

Tara can take the A/B-list people already contacted off the general membership letter recipient list. Dana will have Tara send Karen an alphabetized list of all the members.

Other ideas: Mini auction suggested. This would take lots of organizing so decided to watch how the campaign evolves and keep it on the back burner.

Contact board members who have not responded after the "I am SNAG" video is out.

Board meeting adjourns at 2:20 p.m.