



Society of
North American
Goldsmiths

SNAG
Board of Directors Meeting
Tuesday January 21, 2014
10 – 11:00 am

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 10:00 am on January 21, 2014 by Renee Zettle-Sterling, President.

PRESENT:

Gwynne Rukenbrod –Executive Director
Renee Zettle-Sterling - President
Sue Amendolara - Past President
Anne Havel – Treasurer

Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, OPC Liaison, PDS Liaison
Becky McDonah (E) – Lifetime Achievement Award Liaison/Guild Liaison
Todd Pownell (E) Eli's Position - Symposiums
Pam Robinson (A) – Conferences
Jen Townsend – (A) Online Presence Committee

ABSENT:

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Sharon Massey (A) - Student Programs and Services Liaison

ANNOUNCEMENTS:

a. Confidentiality

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

b. Other

Gwynne reminded Board Members to submit their information about room reservations for the Minneapolis conference including whom you will be sharing a room with, what type of room desired and when you will arrive and depart. Must register for the conference by Feb. 1st with Kate from MALC.

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SNAG ANNUAL BUDGET – Gwynne/Anne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Budget Coverage and Explanations: The proposed draft of the 2014 annual budget was presented by Anne and it was opened up to questions.</p> <p>A draft budget document and the Treasurer's Report had been circulated earlier.</p>	<p>There were some edits needed to the budget and it will be recirculated for a vote after changes have been made.</p> <p>Motion 1: There will be a motion circulated to accept the updated proposed 2014 Budget attachment.</p>	<p>Anne, Gwynne</p> <p>All Board Members Vote: 1/24/14</p>
<p>Conference Budget: Conference related items were based on 500 paying attendees and a formal budget is in place for this year and all future conferences. It is on google docs for board members to access.</p> <p>Much research was put into cutting costs of the conference and renegotiations that should turn a potential substantial loss into a profitable conference for 2014.</p> <p>Long-term goal is to get the breakeven point down to 450 paying attendees and lower the cost of attendance.</p>	<p>Expecting number of conference vendors to increase due to more space available. Seeking more sponsors.</p> <p>More appealing food options for members to help defray some of the food & beverage minimum.</p> <p>Many MALC services will most likely end after 2015 as the planning includes budgeting to hire a conference manager with experience to take on these services.</p>	<p>Anne, Gwynne, Pam, Kate, Monica</p>

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SNAG ANNUAL BUDGET cont. – Gwynne/Anne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Conference Speakers Honorarium and Travel:</p> <p>The Board voted to keep the cost of speakers to \$14,650 at the May 2012 BOD Meeting. There was a conference handbook being utilized that contradicted this decision. It will be updated or replaced.</p> <p>The 2014 Co-chairs decided to use their discretionary funds to pay the keynote more money than budgeted by the board. It was discussed if this is an acceptable way to use the discretionary funds. It could be seen as a way to circumvent the board directive.</p> <p>Need to bring clarity to the funding total for speakers when sponsor and donor money are involved. The speakers may try to supplement their funding from other sources, but the co-chairs are not to go out on their own fundraising. This must go through Gwynne and Brigitte.</p>	<p>Discussion lead to a motion that will be circulated for a vote.</p> <p>Motion 2: The maximum speaker expenses to be incurred by SNAG is \$14,650 from any and all sources within the budget.</p> <p>The discretionary conference budget line is \$5,000 and cannot be used to circumvent board of director directives regarding specific expenses within the conference budget.</p> <p>Gwynne, Monica and Pam will meet with 2015 conference co-chairs to clarify the maximum speaker expenses and proper fundraising procedures.</p>	<p>Gwynne, Monica, Pam</p> <p>All Board Members Vote: 1/24/14</p> <p>Gwynne, Monica, Pam</p>
<p>Metalsmith:</p> <p>Metalsmith Advertising Manager, John Garbett, has re-priced many facets of Metalsmith production and we should save \$43,000 in 2014 due to these efforts.</p> <p>Metalsmith advertising is forecasted to go up and SNAG is saving money in production costs.</p>	<p>John now handles Metalsmith advertising and production and is seeking sponsorships for the conference. He was given a \$7,500 raise to accomplish these added responsibilities last September.</p>	

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SNAG ANNUAL BUDGET cont. – Gwynne/Anne

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Unrestricted Donations:</p> <p>\$35,000 in unrestricted donations has been included in the budget. Gwynne believes in building a culture around continuous fundraising and cultivation this type of giving from our membership.</p>	<p>Programs and appeals need to be implemented on a continuous basis as well as seeking new donors. These funds would be able to fund the 2 part-time people that are being built into the budget.</p>	<p>Gwynne, All Board Members</p>
<p>Part-Time Positions:</p> <p>Built into the budget is a part-time bookkeeper.</p> <p>Built into the budget is part-time administrative help.</p>	<p>The position will help Tara with this aspect of her job and would enable segregation of duties to help us with our anti-fraud policy. John could have this person as a first line of defense with collecting receivables.</p> <p>This position is a \$15,600 budget line item under accounting services.</p> <p>This would be on an as needed basis and is a \$9,000 budget line item as an employee at \$15/hr.</p>	
<p>Grants:</p> <p>\$30,000 is included for a Windgate Grant that SNAG will apply for. The foundation is interested in our entrepreneurial programs and so this angle will be proposed.</p> <p>Last half of 2014 will start up the new applications that will hopefully come to fruition in 2015. Gwynne is cultivating the grants.</p>	<p>The monies would be used for Road 2 Success and sending 10 SNAG members to ACC. Most of the expenses connected with this grant would be in 2015. The revenue would be in 2014 and the expense in 2015.</p> <p>Collect member survey and SWOT reports. Need our strategic plan in order.</p>	<p>Gwynne, All Board Members</p> <p>March Exec. Comm. will meet to go over Strategic plan. Announce to the membership in April.</p>

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SNAG ANNUAL BUDGET cont. – Gwynne/Anne

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<p>Credit Card Commissions: Gwynne has negotiated a new contract for credit card processing that will give SNAG a savings on credit card fees. Average rate of 3.6% will now be a flat 2.2%.</p>	<p>Look into the possibility of offering this rate to the membership for their own processing.</p>	<p>Gwynne, Anne</p>
<p>Exhibitions: Mall to Museum budget line of \$9,000.</p>	<p>This is an unknown now and would require Board of Directors approval.</p>	
<p>Board/Staff Travel Expenses: Travel expenses increase. Last year the Board only had one face to face meeting and all staff did not travel to conferences.</p>	<p>Allow staff to travel to conferences to benefit the organization. \$12,095</p> <p>Board travel expenses up due to two face to face meetings this year. \$22,600</p>	
<p>Other Staff Expenses: Changes made to staff health insurance, possible home office expenses and raise policy.</p>	<p>Ending health insurance. Instead offering \$352/mo. towards medical insurance to be spent by them. Added a budget line for raises Budget line for rent increased for potential home office relocation at the end of the year.</p>	

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<p>Website:</p> <p>Discussion over website functionality, data storage, maintenance and development.</p>	<p>Website maintenance and upgrades will be going up next year.</p> <p>Added \$5,000 for website development.</p> <p>Gwynne will talk to Social to focus on what needs to happen regarding functionality.</p>	
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NEW BUSINESS:

<p>Communication: Brigitte</p> <p>Discussion over how to better communicate information with the membership. The information is out there, but many members do not take the time to consume it.</p>	<p>Possibly change the format of <i>Metalsmith</i> to disseminate important membership information.</p> <p>Use the annual report as another method of sharing information.</p> <p>Information is shared on the website and through emails to the membership and <i>Riveting News</i>.</p>	
<p>Annual Conference Possibility:</p> <p>With the ability to cut costs of the conference there was discussion over if SNAG wants to revisit the possibility of an annual conference.</p>	<p>Initial feedback included many people who liked the idea of every other year.</p> <p>Get this issue into the survey to receive more member feedback.</p>	
<p>Donor and Volunteer Thank You's:</p> <p>Donors and Member Volunteers can be missed due to the website reports not being dependable, etc.</p>	<p>Board Members need to visit the google docs to help check on this.</p>	<p>All Board Members</p>

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Meeting was adjourned at 11:35am

Strategic Planning Meetings will be held the 1st Friday of every month.
Board Meetings will be held the 3rd Tuesday of every month.

Next meeting is Friday, February 7th 10:00 – 11:00 am EST.