



Society of
North American
Goldsmiths

SNAG
Weekly Board Meeting
Monday, October 21, 2013
6 – 7:00 pm

GREETINGS:

The regular meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 6:03 p.m. on October 21, 2013 by Renee Zettle-Sterling, President.

PRESENT:

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

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
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:

Karen Lorene (E) – External Fundraising/Outreach
Sharon Massey (A) - Student Programs and Services Liaison

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.

SYMPOSIUMS UPDATE – Todd Pownell

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p>Symposium Report: Todd Pownell reported on SNAG’s 2013 business symposium, “Putting Your Best Foot Forward,” held October 19 in collaboration with the Academy of Art University and their new Department of Jewelry and Metal Arts, and the Metal Arts Guild of San Francisco.</p> <p>Attendance:</p> <ul style="list-style-type: none"> ○ Majority of the attendees were SNAG members. ○ The event did meet the break-even amount. ○ There were 4 walk-ins for registration ○ Possible events effecting final attendance: speakers did pre and post lectures, the Seattle Guild had events going on the same dates. ○ Not an abundance of membership sign ups, the MAG was promoting group sign ups later. 		
<p>Issue: Complaint/confusion about the event being recorded and streamed live. Attendee was concerned that they could have stayed home and watched the recorded lectures.</p> <p>There was an agreement with the Academy of Art (who provided the AV for free) to share the information with the academy students who were not allowed access to the event.</p>		
<p>Thank you’s & assessment: Working on thank you’s to speakers and sponsors. All sponsors were announced and thanked at symposium. Coordinators were well organized and the event went smoothly.</p> <p>Want to do a follow up as to what worked well and what could be improved.</p>	<p>Symposium Co-chairs emiko oye, Christine Dhein, and Kelly Nedderman Written thank you’s to speakers and sponsors.</p> <p>SNAG Board/Board Liason Written thank you’s to symposium coordinators.</p> <p>Coordinators and Board Liaison Event Assessment.</p>	

SNAG Board Meeting Minutes October 21, 2013 page 3
SYMPOSIUMS UPDATE continued – Todd Pownell

<p>Other items of note:</p> <ul style="list-style-type: none"> ○ Catering worked well. ○ Business and branding brought more interest. ○ Attendees expressed interest in handouts from speakers in addition to the note pads they were supplied with. ○ In conversation with SNAG members the comments were supportive of the decision to move the Conference to every other year. 		
--	--	--

FINANCIALS - Gwynne Rukenbrod

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p>Cash Flow: Treasurer believes that document circulated is incorrect.</p>	Document will be reworked and recirculated it to the Board.	Anne and Gwynne
<p>2014 Budget Update: There is some confusion with budget line items and where they have been lumped into in the past.</p>	Gather collective knowledge and make these distinctions clearer.	Gwynne, Staff, Board Mid November
<p>Donations YTD:</p> <ul style="list-style-type: none"> ○ \$33,325.81 Total ○ \$16,482.81 towards the matching grant of \$25,000 ○ Need \$8,517.19 to complete the challenge 		
<p>Other funding: \$17,000 due to us from advertisers \$5-6,000 is past due. Would like to collect on this as soon as possible.</p>		

DEVELOPMENT PLAN - Gwynne Rukenbrod

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p>Gwynne Review And Update: Third Quarter 2013 Fundraising And Development Plan has been circulated with highlights to note completed actions.</p>	Sign up for duties by Wednesday or you will be automatically assigned where needed.	All members

SNAG Board Meeting Minutes October 21, 2013 page 4
DEVELOPMENT PLAN continued - Gwynne Rukenbrod

<p>Questions:</p> <ul style="list-style-type: none"> ○ Todd brought up matters of approaching potential donors for larger asks. ○ Gwynne is available for advice and assistance in this area and will follow up one-on-one with specific situations. 		
---	--	--

TRANSITION PLAN - Gwynne Rukenbrod

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p>Gwynne Update:</p> <ul style="list-style-type: none"> ○ Asked for any comments or additions needed to document circulated and highlighted progress. ○ Called attention to the Google.doc created to help point out Key Stakeholders that the ED should contact. ○ Board/staff/past-presidents have been contacted who else needs a special contact from the ED. Don't want to overlook anyone who would expect a contact. 	<p>Upload membership list for Board to work from.</p> <p>Approach Bob Ebendorf for contact list.</p>	

UNIQUES SALE UPDATE - Gwynne Rukenbrod

<p>Uniques Sale Update:</p> <p>Happening first two weeks of December. Ebay gives 100% to non-profits.</p> <ul style="list-style-type: none"> ○ Advertising: The announcement went out in <i>Riveting News</i>. ○ The board was encouraged to send out notices to promote the event. ○ Deadline for entering is Nov. 15th or 35 artists secured. ○ Board members can participate but would not count towards the 35 so no SNAG member would be excluded by a board member filling one of the 35 spots. ○ Must be SNAG members to participate. 	<p>Promote the event through digital media, etc.</p>	<p>All Members</p>
---	--	--------------------

SNAG Board Meeting Minutes October 21, 2013 page 5
UNIQUES SALE UPDATE continued - Gwynne Rukenbrod

<p>Costs:</p> <ul style="list-style-type: none"> ○ ED's time invested ○ could get 500 postcards printed for approx. \$100 to hand out at SOFA, etc. ○ There will be credit card fees and shipping fees. 		
--	--	--

NEW BUSINESS

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p>Craft Think Tank: Brigitte Update</p> <ul style="list-style-type: none"> ○ Focus on working towards more shared resources in the future. ○ We share similar challenges and could benefit from trouble shooting across the board and sharing experiences. ○ Had discussions with Windgate representative and ACC Executive Director Chris Amundsen about future partnerships. 		
<p>SNAG Conference: Pam Discussed elements of the Conference such as, concurrent programming lunches/events, a collectors exhibition table in conjunction with PDS and extending an invitation to the exhibition crawl to VIP collectors</p>		

NEW BUSINESS continued

<p>Education Dialogue Name Change: Pam Question: Is a name change something that the board has to decide on. Everything goes to print on November 15th. Considering change of name so it doesn't seem it is just for educators and students.</p> <p>Education - should it still be in the title or does it alienate people. Want a title that tells people what is happening and is not too vague.</p> <p>Other: Noted importance of Educators Resource Room as students do come to the conference to meet potential people to study with. Concern over conference date possibly limiting teacher/student attendees. May need smaller area.</p>	<p>Start a document with suggestions and open it up for additions/ideas.</p>	<p>Pam</p>
<p>Future Conference Locations: Pam Portland City Hotel and Board of Tourism have contacted us about having the SNAG conference in their city. We are only doing first tier cities so will we turn them away but leave it open for revisiting in the future as the conference changes may be reversed further down the line. Portland is of interest due to what the community and location have to offer. New Orleans is being researched for 2017, maybe Portland could be considered for 2019 or 2021.</p> <p>Denver also contacted us for possible conference, but will not be considered at this time.</p>		

Meeting was adjourned at 7:03 p.m.

Next Meeting: FULL BOARD on Monday, October 28th at 6:00 p.m.