



Society of  
North American  
Goldsmiths

SNAG  
Weekly Board Meeting  
Monday, October 28, 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 6:00 p.m. on October 28, 2013 by Renee Zettle-Sterling, President.

**PRESENT:**

Renee Zettle-Sterling - 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  
Sharon Massey (A) - Student Programs and Services 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:**

Sue Amendolara - Past President  
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee  
Karen Lorene (E) – External Fundraising/Outreach

**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.

The minutes from the October 4 and 5 2013 Fall Board meeting were approved.  
President Renee Zettle-Sterling called for a vote.  
All in favor: unanimous

**CONFERENCE – Pam Robinson**

DISCUSSION ITEM	ACTION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Conference Update:</b> Some things in limbo that will be decided this week and reported at a later date.</p>		
<p><b>Proposal for Pricing:</b> Previous discussion concluded that price increase for non-members should be close to membership price in order to prompt the people to sign up. ISGB, NCECA and GAS research showed charges of about \$100 more for non-member conference registration.</p> <p>Registration rates and suggested time frames were circulated to the board outlining “Super Saver” early registration fees and “Regular” registration rates as well as “Onsite.”</p>	<p><b>Vote:</b> Motion to raise conference fee for non-members \$100 more for regular non-members and \$65 more for student non-members. This would make non-member registration rates \$495 and \$360 for students who are not members. Brigitte seconded.</p> <p>All in Favor: Unanimous</p>	
<p><b>Other:</b> Discussion about details of Trunk Show VIP shopping hour before the trunk show opens to public. Larger room could accommodate 50 to 75 shoppers for a fee of \$25 or more. Benefits would include light refreshments along with early access to merchandise in a less congested atmosphere and check out.</p> <p>Number of sellers is usually 60, but could up it to 75 due to larger venue.</p>	<p>Look into charges from hotel for food and beverage to help determine cost of VIP access to Trunk Show.</p>	

**UNIQUES SALE – Gwynne Rukenbrod**

<p><b>Uniques Sale Promotion:</b> Postcards have been made to hand out at SOFA. Urge members to act quickly for a better chance at inclusion in promotional materials.</p> <p>Board members are welcome to apply and do not count towards the 35 member spots.</p> <p>Entry Deadline is Nov. 15<sup>th</sup></p>	<p>Post on social media and pass around.</p> <p>Creation of a press release and working on identifying partners to promote the event.</p>	<p>All Board Members &amp; participating artists</p> <p>Gwynne</p>
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**FINANCIALS - Gwynne Rukenbrod**

<b>DISCUSSION ITEM</b>	<b>ACTION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<p><b>Donations YTD:</b></p> <ul style="list-style-type: none"> <li>o \$33,714 Total</li> <li>o \$16,872 towards Windgate matching grant of \$25,000</li> <li>o Need \$8,128 to complete the challenge</li> </ul>		

**DEVELOPMENT PLAN - Gwynne Rukenbrod**

<b>DISCUSSION ITEM</b>	<b>ACTION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<p><b>Assignments and Deadlines:</b>                      Development Plan has been sent out including final assignments.</p> <p>Renee needs help with the <i>I am SNAG</i> campaign.                      Needs positive words to pass along saying something to promote SNAG.                      Try a general call on social media to collect comments.</p>	<p>Check Document and Deadlines.</p> <p>Send out request to social media people.</p>	<p>All members</p> <p>Jen</p>

**NEW BUSINESS**

<b>DISCUSSION ITEM</b>	<b>ACTION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<p><b>Conference Comp Issue: Jen</b>                      A previous conference attendee sent correspondence to SNAG discussing their disappointment as to not receiving a conference waiver (like in previous years) for services they provide that they feel are a benefit to the organization.</p> <p>Due to the current finances SNAG cannot afford to hand out numerous conference waivers and partial discounts. In the future maybe there can be compensation of some sort, but right now SNAG needs to remain financially responsible and not overextend its resources.</p> <p>Email will be forwarded to Brigitte</p>	<p><b>Do Better at Thank You's:</b>                      SNAG needs to be aware of who is providing a service to the organization and be sure to thank them.</p> <p>Individual needs to be contacted to discuss the situation.</p>	<p>Brigitte</p>

**NEW BUSINESS (continued)**

**SNAG Board & Vacancies:**

Angela Bubash agreed to be on the board.

There will be vacant positions that were held by: Marlene, Jamie, Bryan and Todd.

There was discussion as to the number of positions to go to the membership for a vote at the 2014 Conference. One option would be the appointing of a member for Marlene's position or holding off to have it voted on at the conference.

Meeting was adjourned at 7:03 p.m.

Next Meeting: TBA