

The Society of North American Goldsmiths

Weekly Board Meeting  
Friday, September 20, 2013  
12:00pm-1:00pm

Agenda

1. Greetings
2. Fundraising Update – Renee, Karen
3. EAC Chair – David
4. eBay uniques sale idea - Gwynne
5. Old Business
  - a. 2012-2013 SNAG Board Roles and Responsibilities-Renee

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## **Present:**

Renee Zettle-Sterling - President  
Gwynne Rukenbrod – Executive Director

Jim Bove – Exhibition Planning Committee Liaison/Board Speaks Out  
David Forlano – Metalsmith Editorial Advisory Committee  
Karen Lorene – External Fundraising/Outreach  
Brigitte Martin – Community Liaison, Volunteer Liaison, OPC Liaison, PDS Liaison  
Sharon Massey- Student Programs and Services Liaison  
Becky McDonah – Lifetime Achievement Award Liaison/Guild Liaison  
Bryan Park – Executive Committee  
Pam Robinson – Conferences

## **1. Greetings**

SNAG President Renee Zettle-Sterling called the meeting to order at 12:03 EST. 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.

## **2. Fundraising Update – Renee, Karen**

It was discussed that we need to make a thousand a week to meet our goal and a notice should go out to the membership that the fundraising thermometer is in place on the website to track the progress. Bryan will talk to Social about changing the color scheme to make this feature more visible and if the “donate” button could match the thermometer color.

Gwynne discussed the effectiveness of reaching out to potential donors more than once and suggested making it a goal to contact them 3 or 4 times to help remind/compel them to donate.

Renee emphasized the need for everyone to help pitch in with calling people on the A/B list. The donations are slowing down and we need to push to reach our goal.

Organizing donor information and keeping it up to date is complicated and could be better tracked with the aid of donor software. The cost/effectiveness of different programs are being looked into, but any choices would need to be kept within our budget. For now Gwynne will help to make a document to note who has given.

Gwynne and Renee will work on how to communicate to the non-members on the list and draft a different letter than what has gone out to the membership.

### **3. EAC Chair – David**

Concern was expressed over a smooth transition in the changing membership of the EAC as senior members complete their term and leave the committee. Committee member Susie Ganch has volunteered to stay on another a year in order keep things running smoothly.

Motion: David made a motion to keep Susie Ganch on the committee for one more year.

Brigitte seconded the motion.

Vote: All in favor - unanimous

Other notes on publishing *Metalsmith*, Anne/John had found we had been overpaying for services and with the change from Range and St Croix to Royal publication will be done at a savings of \$50,000.

### **4. eBay uniques sale idea – Gwynne**

Gwynne presented the idea for a silent auction fundraising sale on eBay to raise money for SNAG that could also serve as a member benefit by providing a venue for members to sell their work. This could be one channel to try to raise funds towards the target of \$7500.

Karen and Gwynne will work together to further develop the framework for this project considering aspects like audience and price range of objects to be sold in order to create a profitable sale, the split between artist and SNAG (60/40 or 50/50), how artists will submit images of their work for the auction, shipping of artwork and how it will be paid for (artist will not be responsible for this cost), timeframe to be able to work for holiday purchases, publicity, whether there is the option to “buy now” or the auction bid format, if there should be a limited amount of artists/pieces or a specific type of item (i.e. earrings).

It was noted that the auction approach had been tried in the past and was not very successful. This could have been due to higher priced items (\$400 low end and many over \$1000).

### **5. Old Business**

#### **a. 2012-2013 SNAG Board Roles and Responsibilities-Renee**

Everyone look over the Board Roles and Responsibilities document for next week. The Board Affairs Committee Bryan, Sharon, Jim and Becky will be collecting responses and working on updating this document with additions/edits.

This document was written before any transitional issues/budgetary necessitated changes started happening and areas that state the length of board meetings, reimbursements, etc. may need to be adapted. It was noted to make sure to look at items #4 and #9 specifically dealing with reimbursement and monetary donations expected. The importance was stressed of 100% of the board giving. It was also noted that when you decline to be reimbursed this is a donation and you will receive a thank you letter just like you would have for a monetary donation.

**Other:**

**SOFA**

Gwynne will be taking over SOFA this year (Oct 30 – Nov 2). SNAG did not budget for the ED to go to SOFA for 3 or 4 days, but she is happy to go and could use the site visit money that was saved during the interview process to fund this. Pam will also be there, not every day, but usually Thursday and Friday. It is \$750 for a resource table that has to be manned the whole time it is open. This exposure recruited many members last year. Many other non-profits are there as well. The possibility of playing the “I am SNAG” video will be looked into.

**2015 Conference: Pam**

Boston crew is in the process of picking the speakers. They want to change the format of the conference to more panels and rapid fires. There will be no extra money to fund panel members; the money for that slot would be divided between speakers. From the Minneapolis conference forward the speakers only get an honorarium and conference registration fee waiver (no hotel no travel). There is a budget for international travel \$2000 that can be divided how the co-chairs see fit if there are multiple international speakers.

There was some concern from the board that often people do not prepare for panels like they prepare for a solo presentation and that there isn't always the engagement of the audience that is anticipated. Since the board has to approve the programming/speakers a google document will be sent out to post comments about the 2015 format and this will be shared with the co-chairs to help guide the conference programming and address the number of panels/rapid fire presentations.

**Executive Director Announcement**

Jen Townsend questioned when to announce Gwynne as the new Executive Director. It was decided that Brigitte would include the announcement in the next Riveting News.

**REMINDER:** Board reports by Monday, September 23<sup>rd</sup>

Meeting adjourned 1:03 pm