

SOCIETY OF NORTH AMERICAN GOLDSMITHS
Weekly Conference Call
September 27th, 2013
12pm - 1pm Eastern Time

AGENDA

1. Greetings
2. Announcements
 - a. Confidentiality
 - b. Revisions to agenda, additions, support documents
3. Symposium -Todd
4. Unique Holiday Sale -Gwynne
5. Fundraising Update-Renee
6. Marlene and Jamie Resignation -Renee
7. Board R and R - Bryan

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

Karen Lorene – External Fundraising/Outreach
Brigitte Martin – Community Liaison, Volunteer Liaison, OPC Liaison, PDS Liaison
Becky McDonah – Lifetime Achievement Award Liaison/Guild Liaison
Bryan Park – Executive Committee
Todd Pownell - Symposiums
Jen Townsend – Online Presence Committee

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1. Greetings

SNAG President Renee Zettle-Sterling called the meeting to order at 12:00 EST.

2. 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.

b. Revisions to agenda, additions, support documents

There was discussion about the actual per minute cost of conference calls. It was noted that Dana switched to the current service because it was half the amount the previous service cost. More discussion covered some pros and cons of freeconferencecalls.com, using Google voice accounts, and Skype.

Renee added the Board Website to the agenda.

3. Symposium –Todd

Todd announced that registration closes today for the Forging Entrepreneurs Symposium and requested that this deadline be extended for one more week (until Oct. 4th). The board agreed to this request and Todd will follow up with Tara to extend the deadline through Eventbrite and Jen will announce the extension in Riveting News.

To date 49 attendees have signed up and net sales of \$5908 have been reached. The symposium has passed the break-even point with total expenses being approximately \$3200-\$4000. Last year's symposium reported 80 in attendance.

Paperwork is being prepared to facilitate having the honorarium checks ready to pass out the day of the event. The approximate breakdown of the budget is as follows:

\$1200 speakers

\$600 Graphic Design

\$0 - \$290 used; \$3000 allotted for AV

\$350 wine; Guild will pick up the rest

\$0 Extras/staff, allotment \$1000

This is not an active item; used to represent the cost for utilizing office personnel.

\$0 Executive Director trip

\$340 Coffee/pastries

The board agreed to Todd's request to open it up to walk-ups during the symposium and allow them to pay on site. He will be on hand to accept funds paid to SNAG and send them to the office. Members and students of the local guild and the Revere Academy were both allowed to register at the SNAG member rate.

4. Unique Holiday Sale –Gwynne

A detailed proposal was sent out before the meeting. The guidelines for the Unique Holiday Sale were discussed suggesting that the event be limited to accepting 35 artists work (up to 3 pieces each) to try to keep the planning manageable within the time frame. This could result in up to 105 objects in need of photos and text descriptions, and this will take a considerable amount of time to accomplish. Accepted artists will receive detailed information on how to proceed with sales and shipping procedures. Images submitted can be Low res for online applications, but we might like to publish something so we have the option for press or flyer, etc. Uniformity of photos/background was also discussed (black/white/gray backgrounds, on body/off body images). It was suggested to only ask some for high res images so there would not be the need to resize all of them for the online auction.

Brigitte volunteered to look over the draft of the call before it goes out to the artists.

5. Fundraising Update-Renee

6. Marlene and Jamie Resignation –Renee

Upcoming changes of the Board of Directors were announced.

Marlene True submitted her resignation from the Board of Directors. She will train Tara Locklear and Jennifer Wells for fundraising at the conference. This will open up a spot for election/appointment of another board member.

Bryan Park's term is up after the Fall Board Meeting October 4-5. He served as an appointed member and bylaws do not necessitate that this position be filled.

Jamie Obermeier sent his resignation from the board.

David Forlano has voiced his intention to resign from the board but is willing to stay on as an advisor and is happy to train someone else.

Names of potential board members and a list of desirable qualities in a new member were discussed.

7. Board R and R – Bryan

Jen will do a description for the OPC. Other committees can use this as a model to create an outline of their roles/responsibilities. Job descriptions/ procedural processes are not written down in a collective document. Gwynne stated this as one of her goals to get this information documented.

Other:

Board Website

Jen/Bryan discussed the development of a Board Blog with a secure password. This could help with the sharing of information and record keeping and function as a "group brain" where items like the handbook can be easily found and updated.

Bryan mentioned that this could use the same platform as the Road 2 Success. We could upload our board reports to this site in a more efficient and modern procedure. This will keep the information accessible.

Also noted was that the software package from Social for the mentoring project is integrated with member database and uses the same login/password as the website. This would eliminate having to change the password with the coming and going of board members. Only administrations and board members would see this option and certain items could be locked, like the constitution, etc.

SOFA Chicago

Gwynne proposed her participation at SOFA Chicago and the approximate expenses attached to this.

Round trip flight \$300

Pam offered to house her for free and she also may have space available to her at the youth hostel free of charge.

Taxi/meals

Total trip: \$750

Funds available: Anne and John did some back and forth with St. Croix and they ended up giving us \$5000 off our bill that could be put towards Gwynne's trip to SOFA. The board agreed this would be a good decision.

There will be clientele and collectors/donors at the event and it would be a good chance to further promote the lecture series, resource table, and give people a chance to meet the new Executive Director. Gwynne knows some potential donors that will be attending and it would be a good PR opportunity and chance to cultivate deeper relationships. This could also be a good venue to promote the unique sale and gain new memberships.

It was noted that the amount of magazines being shipped to SOFA was cut in half this year(now 500 magazines). The latest EiP is being handed out.

Meeting adjourned 1:12