

The Society of North American Goldsmiths  
Weekly Board Meeting  
Friday, September 6<sup>th</sup>, 2013  
12:00-1:00pm

Agenda

1. Greetings
2. Announcements
  - a. Confidentiality
  - b. Welcome Gwynne
  - c. Office-Brigitte
3. LAA-Becky
4. Fundraising Update-Karen/Renee
  - a. Sign up
  - b. Thermometer
  - c. Donor List-Riveting News
5. EIP Issue-David
6. Old Business
  - a. Dana's Responsibilities -Brigitte

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**Present:**

Renee Zettle-Sterling - President  
Sue Amendolara - Past President

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  
Todd Pownell - Symposiums  
Pam Robinson – Conferences  
Jen Townsend – Online Presence Committee

Others in attendance:

Gwynne Rukenbrod – soon to be incoming Executive Director

**1. Greetings**

SNAG President Renee Zettle-Sterling called the meeting to order at 12:00 noon 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. Welcome Gwynne**

Welcome was extended to Jen Townsend who recently joined the board and Gwynne Rukenbrod who is the Executive Director-to-be.

**c. Office-Brigitte**

Brigitte shared information that she learned last Friday about a break-in at the SNAG office on June 6<sup>th</sup>. The Police were notified. The only things noted that were taken were checks that were in Tara's desk from the raffle in the approximate amount of \$650. Some of these checks were stamped on the back to be deposited so will be of no use to the intruder, but about half the amount was a money order and so those funds are gone.

New locks were installed and all checks and sensitive materials are now locked in a cabinet. SNAG's insurance deductible is higher than the amount taken so no claim will be made.

Another funding issue discussed was that about 22 credit card slips were not filled out correctly from this year's trunk show and so SNAG has been unable to run these cards. Tara will look into what the exact dollar amount is that these slips represent and SNAG is still trying to contact the cardholders to get the missing information.

There was mention of an issue where police were notified about a different incident by a person who was threatened by a proclaimed SNAG member for posting a thread on Facebook that included negative comments about the organization. Renee contacted this individual to express concern and let them know that the person issuing the threats was not speaking on behalf of the organization.

### **3. LAA-Becky**

The question was presented that with the switch to conferences every other year would the LAA also follow the same pattern as the recipients in the past were always honored during the conference with the presentation of the award and a powerpoint of their accomplishments. If the LAA continues to be awarded annually this may be a concern for the person who is awarded it in the off year with no conference.

There were suggestions to alternate the LAA with an Emerging Artist Award that would be awarded in the off conference years, possibly at the Symposium. There was concern that every other year is too infrequent for all the deserving people in the pool for this award.

After further discussion it was agreed upon to continuing to award the LAA every year but to look into honoring both the conference year recipient and the off conference year recipient at the annual conference. This would still create the same costs to the organization as far as creation of the awards and travel/lodging costs for the recipients but it would be a larger amount all at once instead of being divided between the two years.

Other thoughts/concerns voiced were how do we have elections or general membership meetings on these off-conference years. These meetings are mandatory annually in the constitution. This issue could be amended before the conference moves to every other year. Anne and Bryan looked into bylaws to confirm that we can change the conference to every other year.

### **4. Fundraising Update-Karen/Renee**

#### **a. Sign up**

Board members were urged to sign up for people on the A/B list that they know. The **deadline is September 15<sup>th</sup>** to contact these potential donors.

The letter to share the news with vendors about the alternating year conference schedule will be going out shortly. Wait on calling the vendors until they have received this information.

### **b. Thermometer**

The board agreed a thermometer to reach the fundraising goal on the main page of the website is a good idea to inspire giving. This will let members see how well we are doing and it should represent the challenge grant amount of \$25,000 instead of the needed amount of \$120,000 in order to be more obtainable and avoid confusion when talking about giving and matching funds.

Bryan will go to Social with this once our desires are clear. It costs more to change options after the project has started so we want everything clear from the beginning. Things to decide include what amounts, what scale and placement, and if the level of the thermometer can be linked with the action of donating so that the donor can have the satisfaction of making the level rise instantly. Other text that was suggested for inclusion was something along the lines of "Help up meet our challenge grant by December 31<sup>st</sup>". Bryan will look into the costs of these ideas.

As of last week SNAG has raised \$8500 and that is not including 30 more donations that came in after the letter went out. Use the challenge grant as a selling point. Karen suggested in some situations when you may want to mail a letter to a potential donor to use Renee's letter from Riveting News and add a handwritten note. Share what we are doing to be more sustainable.

We have already raised four times as much as what was considered a good year in the past.

Other Fundraising Suggestions Discussed:

Raffle off an advertisement in *Metalsmith* magazine.

Push the challenge grant by sending out three letters to the membership approximately 15 days apart to give updates on funds raised and help motivate people.

### **c. Donor List-Riveting News**

Also of concern was how to recognize SNAG's volunteers and donors. Ideas about listing them in *Metalsmith* were brought up as well as the creation of an Annual Report that would recognize donors, sponsors and volunteers. Gwynne suggested the Annual Report as a traditional thing to do for non-profits and an inexpensive route to take that doesn't take up space in *Metalsmith*.

## 5. EIP Issue-David

David brought up the subject that many members lump the *Exhibition in Print* in with the other issues of *Metalsmith* when in fact it is a very different animal. The *Exhibition in Print* is a curated publication that is driven by the vision of the curator. This is not the same as the other editions that are created under the vision of the editor.

In regard to who selects the curator, the EAC has hired a guest curator from a pool of potential curators since 2007. The EAC/board/membership has the opportunity to suggest names for the pool of consideration and the EAC chooses based on the work of the curator in the past. The suggestion was made to have multiple curators instead of just one to add variety and help broaden the vision, and the decision between if it is juried or curated was addressed. It was also questioned if this could result in the possible avoidance of the controversial or edginess & expanding boundaries. It was discussed what the goal of the publication was and mention was made that *EiP* started because the community wanted more representation of their work in print.

It is not clear to the membership that *EiP* is a different conversation than *Metalsmith* magazine. To help distinguish the *EiP* from *Metalsmith* suggestions were made to use a different magazine format so there is an immediate distinction. Instead of *Metalsmith* could it say *Exhibition in Print* produced by *Metalsmith* and what would be the cost to change this.

The EAC is looking for people to write articles. There usually are not a lot of names suggested for potential writers. Board members and the general membership are welcome to send potential names to the EAC.

About the idea of including technical articles in *Metalsmith* the comment was made that members may not realize that they are on the website. It was stated that many members want the magazine in hand to be the one stop go-to object. This placement of technical articles could be seen as making this aspect prominent and important to SNAG. The comment was made that in the past the technical articles were taken out of the magazine due to liability issues. Who was on the board and why did this happen will be looked into further.

Other concerns were brought up about how to get voices heard of the up and coming and what SNAG needs to do to address this. The possibility of a “new voices” section in *Metalsmith* magazine that selects members work to highlight from the Maker Profiles was suggested. This would also direct people back to the website as well as the magazine.

### **Other items mentioned:**

Brigitte started a Google doc “What have you done for me lately?” This supports the idea of transparency in letting the membership know what SNAG offers them and what to expect in the future. Board members were asked to add to this document.

Pam announced that SNAG is now using the label “Early Career Artist” instead of “Emerging Artist” starting with the 2014 conference. It refers to artists with under 10 years in the field. Conference programming for 2014 should be up by next week. Upcoming will be a speaker page on the SNAG website to learn more about the speakers.

Also mentioned is that the American Craft Council will be partnering with SNAG in Minneapolis, offering services such as lunchtime presentations, sharing space, and promoting the SNAG conference on their website. Other possibilities are discounts for tandem memberships and in 2015 sponsoring a speaker to be part of our programming.

Release of news about the Minneapolis conference will be slowly revealed in Riveting News with the goal being to drive traffic to the SNAG website, which will be updated accordingly with more and more information about speakers, their lectures, Minneapolis, etc..

## **6. Old Business**

### **a. Dana’s Responsibilities –Brigitte**

This agenda item will be moved to the next conference call.

Meeting adjourned 1:32 pm