



**Society of
North American
Goldsmiths**

SNAG
Minneapolis, MN
Board of Directors Meeting
April 21-23, 2014
Monday, April 21: 1 pm – 9 pm
Tuesday, April 22: 8 am - 5 pm
Wednesday, April 23: 9 am - 12 pm

Agenda

Monday April 21 1:00 pm – 9:00 pm*

- | | |
|---|---------|
| 1. Greetings | 1:00 pm |
| 2. Announcements | 1:05 pm |
| a. Confidentiality | |
| b. Approval of March minutes Becky | |
| c. Revisions, additions, inserts, etc to agenda | |
| 3. Consent Calendar | 1:10 pm |
| a. EPC – Jim Bove | |
| b. Guilds - Becky | |
| c. PDS – Harriete | |
| d. Online Presence Committee – Jen | |
| e. Volunteer Program – Brigitte/Katie P. | |
| f. Community Liaison - Brigitte | |
| g. EAC – Angela | |
| h. Conference Board Report - Monica/Pam | |
| i. Community Liaison – Brigitte | |
| j. Advertising and Production-John | |
| k. NEC - Michael | |
| l. Fundraising – Brigitte and Gwynne | |
| 4. Road 2 Success - Brigitte - VOTE NEEDED | 1:15 pm |
| 5. LAA - Becky - VOTE NEEDED | 2:00 pm |
| <i>2:30 - 3:00 pm Break*</i> | |

- | | |
|---|---------|
| 6. Strategic Plan Update – Gwynne - VOTE NEEDED | 3:00 pm |
| <i>Break for dinner on own 5:30 – 7:00 pm.</i> | |
| 7. Student Programing - Sharon - VOTE NEEDED | 7:00 pm |
| 8. Symposium - Todd - VOTE NEEDED | 8:00 pm |

Tuesday April 22, 8:00 am – 5:00 pm*

- | | |
|--|---------|
| 9. Educational Endowment Scholarships – Anne and Gwynne | 8:00 am |
| 10. Workshop – (Staff is welcome to attend) | 9:00 am |
| Carlo Cuesta, Managing Partner for Creation In Common | |
| <i>Break for lunch on own 1:00 – 2:00 pm</i> | |
| 11. President’s Report -Renee - VOTE NEEDED | 2:00 pm |
| 12. Treasurer’s Report – Anne | 3:00 pm |
| <i>Break 4:00 - 4:15 pm*</i> | |
| 13. ED Report - Gwynne | 4:15 pm |
| <i>Dinner with board and staff in Ballroom 6 - 8 pm.</i> | |

Wednesday April 23, 9:00 am – 12:00 pm*

- | | |
|--|----------|
| 14. Metalsmith Report – Suzanne and John | 9:00 am |
| 15. Google Docs Training - Jen | 10:00 am |
| 16. Old Business | 11:30 am |
| 17. New Business | 11:35 am |
- Lunch on your own*

SNAG Board of Directors Meeting Minutes April 21, 2014 page 3
Monday 1:00 pm – 9:00 pm*

GREETINGS:

The Minneapolis meeting of the Society of North American Goldsmiths Board of Directors was called to order at 1:05 p.m. on April 21, 2014 by Renee Zettle-Sterling, President.

PRESENT: Gwynne Rukenbrod –Executive Director
Renee Zettle-Sterling - President
Anne Havel – Treasurer *(Arrived at 7:50 pm Monday, April 21)

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair
Sharon Massey (A) - Student Programs and Services Liaison
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison/Guild Liaison
Todd Pownell (E) Eli's Position - Symposiums
Pam Robinson (A) – Conferences
Jen Townsend – (A) Online Presence Committee Liaison

ABSENT: Sue Amendolara - Past President

ANNOUNCEMENTS:

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

b. Approval of March minutes

c. Revisions, additions, inserts, etc to agenda

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Consent Calendar</p>	<p>The motion was made to accept the Consent Calendar. Seconded and Unanimously Approved.</p> <ul style="list-style-type: none"> a. EPC – Jim Bove b. Guilds - Becky c. PDS – Harriete d. Online Presence Committee – Jen e. Volunteer Program – Brigitte/Katie P. f. Community Liaison - Brigitte g. EAC – Angela h. Conference Board Report - Monica/Pam i. Community Liaison – Brigitte j. Advertising and Production-John k. NEC - Michael l. Fundraising – Brigitte and Gwynne 	
<p>Road 2 Success - Brigitte Program continuation</p>	<p>Pilot phase of Road 2 Success has been completed. Requesting Board permission to open up this benefit to the full membership.</p> <p>The software is in place, but may require one or two hours of Social time. Actual costs need to be confirmed. Brigitte will ask Bryan Park (head of committee) for precise numbers. After review a vote can be taken by phone.</p> <p>If approved, announcements will be run through <i>Riveting News</i>/SNAG related info section in <i>Metalsmith</i> to share information about the full-fledged program.</p>	<p>Brigitte</p>

SNAG Board of Directors Meeting Minutes April 21, 2014 page 5

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Lifetime Achievement Award Becky</p> <p>New member needed for committee</p> <p>Every other year conference schedule</p> <p><i>Metalsmith</i> Article on recipient</p>	<p>Myra's term is coming to an end. The Board is responsible for appointing a new member. A list of possible committee members was compiled and upon approval individuals will be contacted to determine interest/fill the position.</p> <p>Motion: (Becky) To approve the slate of ranked names submitted to fill the vacancy for the Lifetime Achievement Award committee. Jim seconded.</p> <p>In Favor 10; Opposed 1; Abstained 0</p> <p>There was an agreement that the LAA should only be awarded during a conference year in order to facilitate the presentation. This would also change the duration of the committee membership from three years to three award cycles.</p> <p>Suzanne will find the person to write the LAA article for <i>Metalsmith</i>. She can work with the recipient to find a good candidate.</p>	<p>Becky</p> <p>Suzanne</p>
<p>Student Programing - Sharon</p> <p>Fundraising</p> <p>Scholarship Guidelines</p>	<p>This years funds in support of student scholarships were down. The fundraising committee will take this on starting immediately to facilitate a more organized approach to the task.</p> <p>Establish Conference Student Scholarship guidelines.</p> <p>Discussed revisiting the way that scholarships are distributed. Want to get away from the dependency on the professor to share the information/nominate the student to something more student driven.</p> <p>Consider opening up the definition of "student" to be more inclusive.</p> <p>Have students apply for the scholarship and be required to write an essay on the experience, possibly volunteer 2 or 3 hours, etc.</p>	<p>Fundraising committee</p>

SNAG Board of Directors Meeting Minutes April 21, 2014 page 6

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Symposium - Todd Forging Entrepreneurs - Atlanta “The Inside Track”</p> <p>Registration Dates</p> <p>Advertisement</p> <p>Confirmation of Speakers</p>	<p>Symposium Coordinators: Debra Lynn Gold, Leigh Griffin, Alan Bremer Sunday November 9th 2014 limited to 100-120 attendees Location: The High Museum of Art/ Walter C. Hill Auditorium \$125 SNAG Members/ \$140 non-SNAG Members</p> <p>Determined tentative Eventbrite 2014 symposium registration opening/closing: Opening on August 1st - Closing mid-October</p> <p>Discussed importance of giving co-chairs a good timeline and working on better local advertisement. Goals: Compile a SNAG symposium Information guide, find/reach out to other area guilds, not just our materials, target local galleries. May 15th summer issue of <i>Metalsmith</i> will have the first ad, will also be covered in <i>Riveting News</i></p> <p>Atlanta Symposium – everyone is local. Good approach to keep the cost down Need Confirmation of Currently Proposed Speakers/Contracts:</p> <ul style="list-style-type: none"> ● C4 Atlanta - Deborah Sosower, Jessyca Holland ● Volunteer Lawyers for the Arts - Pearson Beardsley, P.C. ● Signature Gallery - Carr McQuiston, Gallery Owner ● Terri Lonier - Coleman Entrepreneurship Center of DePaul University, Chicago ● Etsy – not sure of exact speaker ● Chirstopher Hentz - The Possibilities of Digital Fabrication <p>Alternate Speakers: Judi Knight - Your Online Presence: Social Media and Marketing Kirk Farber - Working Warrior</p>	

SNAG Board of Directors Meeting Minutes April 21, 2014 page 7

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Symposium - Todd (Cont.) Forging Entrepreneurs</p> <p>Future Events</p> <p>Todd's term is ending.</p>	<p>Target Audience: Business oriented, drawing from a 2 hour radius. This programming is a response to membership request.</p> <p>Other possible formats: Move to a granting program where we piggyback onto existing events. Other organizations are using Art Business Institute. SNAG brings them in and they split the amount above their cost at 50/50. No Administration cost this way or very little. SNAG could pick the subject matters, but cannot pick the speakers.</p> <p>Discussed the possibility of holding the annual meeting at the Symposium in the Non-Conference years.</p> <p>Todd has agreed to work with the new person on the board to help transition into this role. This is an area with opportunity to work together with the guilds to coordinate the event.</p>	
<p>Strategic Plan Update – Gwynne</p>	<p>SNAG's Financial Crisis has necessitated the creation of a new Strategic Plan. Then a business model. More holistic approach. Gwynne has experience with this situation. Needs to happen within a year of the financial crisis. The new strategic plan will give our grant applications a better chance at being funded.</p> <p>Board of Directors needs to take steps to become more of a Governance Board instead of an Everyday Board.</p>	

SNAG Board of Directors Meeting Minutes April 21, 2014 page 8

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Strategic Plan Update – (Cont.) Gwynne</p> <p>New SNAG Mission, Vision & Values</p>	<p>Went over results of the SWOT (Strengths Weaknesses Opportunities and Threats) calls and Survey (500 out of 3000 responded) to find common themes to use to help form new strategies for the strategic plan.</p> <p>Strategies – what do we hope to accomplish overall (what - overreaching) Goals - what achieve in measurable means (desired outcomes) Objectives – measure of the progress towards the goals (how)</p> <p>Top three priorities: Finances; Guidelines & Committee Structures; Partnerships</p> <p>Gwynne provided a document including proposed changes to the SNAG Mission, Vision and SNAG Values. After discussion the following was put to a vote. Motion: (Jim) To accept the mission, vision and SNAG values as follows: Seconded: Todd. In favor Unanimous/Opposed 0/Abstained 0</p> <p>Mission: The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.</p> <p>Vision: SNAG envisions a diverse community of jewelers and metalsmiths engaging in thoughtful conversation and critical discourse while preserving tradition and embracing innovation.</p> <p>SNAG Values: Dedicated, Informative, Innovative and Inclusive</p>	

SNAG Board of Directors Meeting Minutes April 21, 2014 page 9

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Strategic Plan Update – (Cont.) Gwynne</p> <p>Top two priorities discussed in six facets of SNAG.</p>	<p>Exhibitions: 1. Finances 2. Long term goals (EiP and Online exhibitions)</p> <p>Symposiums: 1. Market to other groups in the region 2. Build partnerships with the guilds</p> <p>Lifetime Achievement Award: 1. Present only at conferences 2. More ways to honor the winners and link the award announcement with the opening of the conference registration.</p> <p>Conferences: 1. Finances (need to create a new model) 2. Create a conference exploratory committee to fully explore the options.</p> <p>Metalsmith: 1. Rethink cover images 2. Open to diverse writers</p> <p>Professional Development Seminar: 1. Consider PDS and symposium commonalities (grant opportunity) 2. Term limits for committee.</p>	

Meeting was adjourned at 9:00 pm

Board reconvened April 22 at 8:00 am

SNAG Board of Directors Meeting Minutes April 22, 2014 page 10

Tuesday 8:00 am – 5:00 pm

GREETINGS:

The Minneapolis meeting of the Society of North American Goldsmiths Board of Directors was called to order at 8:06 a.m. on April 22, 2014 by Renee Zettle-Sterling, President.

PRESENT: Gwynne Rukensbrod –Executive Director
Renee Zettle-Sterling - President
Anne Havel – Treasurer

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair
Sharon Massey (A) - Student Programs and Services Liaison
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison/Guild Liaison
Todd Pownell (E) Eli's Position - Symposiums
Pam Robinson (A) – Conferences
Jen Townsend – (A) Online Presence Committee Liaison

ABSENT: Sue Amendolara - Past President

ANNOUNCEMENTS:

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

b. Revisions, additions, inserts, etc to agenda

Conferences - Pam

SNAG Board of Directors Meeting Minutes April 22, 2014 page 11

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Educational Endowment Scholarships – Anne and Gwynne</p> <p>Possibility of the addition of another scholarship(s) and broadening the applicant eligibility.</p> <p>Advertising</p>	<p>Three scholarships are given annually totalling \$4500. The scholarships are for tuition towards the artists’ degree granting program in the amounts of \$2000, \$1500, and \$1000.</p> <p>The stock market has gone up, yet we only give out the same three scholarships The Board is in favor of adding opportunities to benefit more members.</p> <p>Current eligibility and jurying: Undergraduate and graduate students are juried separately, and at least one award goes to an undergraduate each year. Recipients may use the funds to enroll in a jewelry or metals curriculum at any institution.</p> <p>Want to explore the possibility of expanding the scholarship offerings to include an early or mid-career opportunity. These artist categories need to be clearly defined to avoid confusion. Other clarifications on types of possible curriculum/institutions should be outlined.</p> <p>Need to do more promotion and follow up on the SNAG Educational Endowment Scholarships. Follow up reports and images would be good PR material for the program. Consider the timeline for notification if the opportunities are to include summer classes/craft schools.</p> <p>Attorney would need to look over proposed scholarships to make sure any changes/additions are a legitimate use of the endowment and double check if the check needs to go directly to an institution or if it can be issued to an individual. Will research if this administrative cost can come out of the endowment.</p> <p>These options will be explored and voted on this at a later time.</p>	<p>Gwynne</p>

SNAG Board of Directors Meeting Minutes April 22, 2014 page 12

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Workshop – Carlo Cuesta, Managing Partner for Creation In Common</p> <p>Retreat Objectives</p> <p>Board’s role as governors or trustees</p>	<ul style="list-style-type: none"> - Articulate shared passion and principles that underpin decision making - Deepen board member engagement around organizational governance - Create a board development strategy, identifying action items around... <ul style="list-style-type: none"> ● Recruitment Criteria ● Membership Expectations/Conduct ● Onboarding/Orientation ● Committee Structure ● Leadership Continuity <p>1. Set strategy – define the goals, how and where and when does the field need to move? Use collective experience to imagine how things need to change. Guide and shape the mission and the values of the organization and the direction of the field. Executive Director will help facilitate the creation of strategy. To fulfill the promise – we need to be financially strong and make proactive decisions instead of reactive decision.</p> <p>2. Allocate Resources – look at the financials of the organization, make meaningful decisions. Our resources should reflect the strategies we wish to employ. A good budget tells a story.</p> <p>3. Build Influence – not fundraising, building influence of the organization. Communicate/articulate why SNAG is valuable to different groups of people. Tell the story of what is valuable and why members already value us. Perceived value has to be more than the cost of the membership.</p> <p>4. Improve impact Board Development: Evaluate the first things first approach. The non-immediate never gets done. We don’t get to the important and non-immediate if you spend time with the immediate and non-important.</p>	

SNAG Board of Directors Meeting Minutes April 22, 2014 page 13

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Workshop – Carlo Cuesta, (Cont.)</p> <p>Board Meetings & Communication</p>	<p>Meeting Protocol:</p> <ul style="list-style-type: none"> ● Board best practices. Develop a Communications Policy ● Work on maximizing effectiveness of typical meetings (conference calls). Create a protocol for speaking and agenda items. ● Executive committee meet monthly instead of in case of emergency to address the needs and internal workings of the board. <p>Proposed Outline of 60 minute Board Meeting:</p> <p>President asks for a mission moment (5 minutes)– work as a liaison or in your own work ex. “This is _____ and this is my mission moment...” reconnect to the mission through story.</p> <p>Minutes (2 – 3 minutes) - recap by Secretary and approval of minutes. Here are the three major things we talked about last meeting. Call for vote to approve the minutes.</p> <p>15 minutes – Committee Reports (Consent agenda for others) Have standing agenda item to address any questions on the consent agenda. Pick 3 or 4 committees to report at the upcoming meetings. Prioritize the reports. Report every month: finance</p> <p>35 minutes on the issue of the moment. Instead of here is what we have gotten done, present what needs to be done today. Strategy, budget, resource building (fund raising), evaluation.</p> <p>5 minutes to develop action items and to delegate.</p>	

SNAG Board of Directors Meeting Minutes April 22, 2014 page 14

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Workshop – Carlo Cuesta, (Cont.)</p> <p>Board Recruitment Process</p>	<p>The best quality of a board member is how they connect to the mission, vision and values, then the other skills they bring to the organization (ex. web designer, lawyer, curator). Need to consider what type of person is needed to best fill the role and match positions with the volunteers strengths, experience and skill set.</p> <p>Recruitment Approaches: Nominations and Elections Committee would like a more defined structure of recruiting. Current committee members are a source for identifying potential new leaders. A recruitment table with board nomination forms that have place to list specific questions/skills. Board could help to identify potential successors.</p> <p>Revisit how term system works to develop the individuals. Typical 3 year term and can renew at least once. Year one = onboarding; year two – doing, activities year three - leading Service includes helping with transition and establishing/updating guidelines.</p> <p>Discussed the pros and cons of the model of electing a President without any previous SNAG Board experience versus internal leadership development and selecting a President from the board with three years experience. In this model, membership gets to choose the board of directors, then the board gets to decide the president. Consider revisiting the bylaws as to presidential nomination and election. Vice President position enables grooming of someone to be president.</p>	
<p>President’s Report -Renee</p> <p>Board Structure/Internal Board Committees</p>	<p>Consider the use of board sub committees to make more decisions and take them to the board. Can be easier to get things done, but there may be lack of communication on how things were decided upon.</p> <p>Revisit at a later time in order to move on to more pressing budget items.</p>	

SNAG Board of Directors Meeting Minutes April 22, 2014 page 15

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Treasurer's Report – Anne</p> <p>Report and financial documents were provided</p> <p>Conference</p> <p>Website</p> <p>Policy</p>	<p>Discussed the financial crisis: when it started and results of efforts to get the organization on stable ground. Went over budget.</p> <p>Improvement in 2013: Deficit of only \$19,561 instead of \$117,586 last year. Earnings \$98,050 instead of loss of \$105,000 last year.</p> <p>Need to develop a new conference model. Timing, programming, hotel requirements, etc. Taking steps towards this goal, but it is hard to change immediately as things are planned 3 years out. Need to be clear with Kate as to MALC duties roles/responsibilities. Create conference exploratory committee to explore conference models to be presented in the fall for 2019 and beyond.</p> <p>Conference numbers: 407 attendees Minneapolis, MN Looking at a \$65,000 loss for this conference. Will propose cuts to budget to balance this. Possible items cut: part time staff hires, Fall Board Meeting, Mall to Museum exhibition, employee travel Noted that hiring a bookkeeper would free up Executive Director and Tara to do bigger things, grants, big asks, etc. Will revise budget.</p> <p>Website expenses are another area to work on. Social's contract ends 2014 and terms, tech support and services will need to be revisited. Need to evaluate the organizations/members needs and develop the back end of the website.</p> <p>Determined it is in the best interest of the organization to institute a policy that call for the rebidding of contracts every so many years.</p>	<p>Gwynne and Anne</p>

SNAG Board of Directors Meeting Minutes April 22, 2014 page 16

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Conferences – Pam</p> <p>2017 Conference Site</p>	<p>Conference City Considerations: Galleries, museums, etc., mass transit or walkable (busses are costly), cheap to fly to, central location, cultural, affordable with amenities. Discussed rotating between a select number of cities and benefits of staying with the same hotel (i.e. Hiltons or Marriotts) Possibly a Canadian location. Average attendance over 6 years was 612</p> <p>Selected 3 cities to research for 2017: Portland, Chicago, Philadelphia. Research a shift into June/July for a better rate.</p>	<p>Pam - Send out information in May. Board vote on location.</p>
<p>Executive Director's Report - Gwynne</p> <p>Eugene Office</p> <p>Conference Exploratory Committee</p>	<p>Cutting Costs: Consider Closing office in Eugene when lease is up. Prepare document of savings if close the Eugene office.</p> <p>Items to address: Phone system – cisco phone, PO Box in Eugene for Tara, use cloud servers, possible alternative location/shared office space for Tara, storage space for files/<i>Metalsmith</i> magazine, laptops, insurance Assets: sell office furniture, computers, etc. ask for area volunteers to help.</p> <p>Ad hoc conference exploratory committee (made up of a diverse background of members and two board members) to explore new conference model that breaks even at 450. Prepare report to bring to the board for a vote. Make guidelines to find the information.</p>	<p>Gwynne</p> <p>Gwynne, Pam, Kate</p>

Meeting was adjourned at 5:38 pm

Board reconvened April 23 at 9:00 am

SNAG Board of Directors Meeting Minutes April 23, 2014 page 17
Wednesday 9:00 am – 12:00 pm

GREETINGS:

The Minneapolis meeting of the Society of North American Goldsmiths Board of Directors was called to order at 9:05 a.m. on April 23, 2014 by Renee Zettle-Sterling, President.

PRESENT: Gwynne Rukensbrod –Executive Director
Renee Zettle-Sterling - President
Anne Havel – Treasurer

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair
Sharon Massey (A) - Student Programs and Services Liaison
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison/Guild Liaison
Todd Pownell (E) Eli's Position - Symposiums
Pam Robinson (A) – Conferences
Jen Townsend – (A) Online Presence Committee Liaison

ABSENT: Sue Amendolara - Past President

ANNOUNCEMENTS:

a. Confidentiality

The Board was reminded that everyone is encouraged to speak their minds during these meetings, and that opinions and comments are to remain confidential.

b. Revisions, additions, inserts, etc to agenda

Thanked Todd Pownell for his service on the Board.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Metalsmith Report – Suzanne</p> <p>Format and Content</p> <p>Current Exhibition in Print</p> <p>Upcoming Curated exhibition in print</p> <p>Editorial Advisory Committee</p> <p>Expanding Public Awareness</p>	<ul style="list-style-type: none"> ● Implementing a variety of articles: topics engaging for general audience/larger audience. ex. Bob Dylan gates article ● Working on cover image trying to crop a little and call outs are louder in scale and color. <p>Juried more entrants than expected. Three jurors (up from 2) utilized phone session, worked well. Very diverse exhibition with strong essayist that incorporated current issues in society.</p> <p>Last issue funded by current supporter. Call for related work to be considered will go out for Interactive Beauty Through Objects. Selected curator: Wendy Steiner, Professor of English at the University of Pennsylvania, wrote <i>Venus in Exile: the Rejection of Beauty in 20th-Century Art</i> and <i>The Scandal of Pleasure</i>. A curator from outside the field will bring interest to our tours and she has insight into the field/has dealt with art. Her primary subject is beauty and the understanding of a beautiful experience.</p> <p>Noted desire for face to face meeting, but current finances do not allow. Conference call format could allow quarterly meetings to have more interaction.</p> <p>Some projects that are helping to connect other worlds to our field: <i>Unique by Design: Contemporary Jewelry in the Donna Schneier Collection</i> (Metropolitan Museum of Art) Paperback by Suzanne Ramljak who is noted as the Editor of <i>Metalsmith</i> magazine. Exhibition opens May 13, 2014. <i>Metalsmith</i> summer issue cover piece is now in the Met collection. Pursuing getting <i>Metalsmith</i> for sale in the Met bookstore during the exhibition.</p>	

SNAG Board of Directors Meeting Minutes April 23, 2014 page 19

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Metalsmith Report – Suzanne (Cont.) Expanding Public Awareness</p> <p>Metalsmith Report – John Distribution</p> <p>Advertising</p>	<p>Traveled to Munich, Germany in March during the “Schmuck” exhibition to participate in an international roundtable meeting with content providers in the jewelry field that was organized by Art Jewelry Forum. Shared related events and shows and connected with dealers, artists and writers.</p> <p>Thanked Suzanne for being an advocate for <i>Metalsmith</i>.</p> <p>Objective: Getting the magazine out in the world. Ideally it would be nice to have every museum that has craft. Try to get cover to connect with show openings and then get them there for sale. Format is not a source of immediate news information but better suited for the images than digital. SNAG can give <i>Metalsmith</i> to the schools. If educators pay shipping they can have free copies.</p> <p>Advertising is challenging. Look at long term programs that recognize donors and sponsors. Maybe like listing underwriters, etc. Target institutions with wider distribution to bring in more advertising dollars.</p>	
<p>Google Docs Training - Jen Use and Benefits</p>	<p>Distributed handout to board. Walked the board through the process and discussed tips and tricks with revision history to see what was changed and what they did. Call Jen with any questions.</p> <p>Benefits to this approach: Institutional Memory. Information doesn’t get lost when someone leaves/finishes their term. Live documents, always up to date, yet retains the history. Keep things in folders for organization.</p>	

SNAG Board of Directors Meeting Minutes April 23, 2014 page 20

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>New Business Email addresses</p>	<p>Board members should set up email addresses with Tara to help keep SNAG business separate.</p>	<p>All Members</p>
<p>Conflicts of Interest</p>	<p>All committee/staff/board members need to sign Conflict of Interest Policy The forms were distributed and the official Secretary's Certificate will be notarized to certify that the Board of Directors has duly adopted the policy.</p>	<p>All Members Becky</p>
<p>Donations</p>	<p>All board members are expected to give monetary donations to the organization. Filled out forms to donate or pledge future donation. For reimbursements: Fill out Check Request Form with total charges and then mark the gift in kind if donating all or partial.</p>	<p>All Members</p>
<p>Conference Volunteers</p>	<p>More conference volunteers are needed, specifically for the exhibition and trunk show. Have interested individuals see Rocky at registration.</p>	
<p>Executive session</p>	<p>10 minute session</p>	

Meeting was adjourned at 12:08 pm