



**Society of
North American
Goldsmiths**

SNAG
Board of Directors Meeting
Tuesday February 18, 2014
10 – 11:00 am

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 10:00 am on February 18, 2014 by Renee Zettle-Sterling, President.

PRESENT:

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

Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin – (E) Community Liaison, Volunteer Liaison, PDS Liaison, Fundraising Chair
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 Liaison

ABSENT:

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) Martha's Position – Metalsmith Editorial Advisory Committee
Sharon Massey (A) - Student Programs and Services Liaison

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.

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>APPROVAL OF MINUTES: The minutes for the following Board Meetings were distributed via google docs and were presented to the Board for a vote of approval. January 3, 2014 January 21, 2014 February 7, 2014</p>	<p>The president called for a vote. All in favor of approving the minutes: 7 Abstained: 1 Minutes approved.</p>	
<p>ADMINISTRATION: By-Law Changes - Renee/Gwynne Need to vote to accept proposed changes in order to pass these items on to the membership.</p>	<p>Information needs to be disseminated 60 days before election opens. The Nominations and Elections Committee wants to open voting on the 7th of April. Discussion was opened for any changes to the proposed by-law changes. No changes were suggested. Karen Lorene made the motion to accept the proposed by-law changes. Sue Amendolara seconded. All in favor: 7 Opposed : none Abstain : 1 The format for voting is being developed in order to group changes into various blocks for members to vote on instead of one single block vote. This format has been used in the past for multiple changes to the by-laws.</p>	<p>All board members NEC - Kristi Kloss</p>

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>FUNDRAISING/DEVELOPMENT PLAN: Review 2014 plan - Brigitte Newly formed Fundraising Committee consisting of 5 members.</p> <p>Gwynne Rukenbrod Brigitte Martin Monica Hampton Anne Fiala Maia Leppo</p>	<p>Charged with looking at fundraising fundamentally differently and the need to change the culture of giving.</p> <p>Donor-centric activity that benefits both sides. Building relationships with the donors and providing follow up through acknowledgements and updates on results.</p> <p>Gwynne has plan for 2014 that includes various activities throughout the year (at least every other month) drawing donations from within and outside of the organization. Events include: two Uniques sales and one in conjunction with NCECA, student centered activities, workshops, VIP events. All designed to keep the costs low.</p> <p>Also looking for more corporate sponsorship.</p>	
<p>FUNDRAISING/DEVELOPMENT PLAN: Donations YTD - Gwynne</p> <p>Information shared on donations year-to-date as of February 7, 2014.</p> <p>General Donations: \$1720 Student Scholarship: \$5,020 Conference Sponsorships: \$18,150</p>	<p>General donations are at their usual amount per month. Student Scholarship and Conference Sponsorship Donations are way down.</p> <p>There was discussion about the possible need for change in the fundraising structure and the need for people with fundraising experience to head this up.</p> <p>Need to concentrate on reconnecting with American sponsors that did not contribute last year due to the Canadian conference.</p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>FUNDRAISING/DEVELOPMENT PLAN: Annual Appeal - Brigitte/Gwynne</p> <p>Usual times for annual appeals are Spring and during the Holidays.</p> <p>Fundraising is necessary for the sustainability of non-profits.</p>	<p>In March there will be three appeals offering monthly giving levels that can be smaller and a “thank you” reward system including gifts for certain levels of giving. Also looking for outside funding through grants, etc.</p> <p>There will be a 4 hour workshop in Minneapolis on this topic of the culture of giving. Use your circle of influence to be a resource for the organization.</p>	<p>Gwynne & Fundraising Committee</p> <p>All Board Members</p>
<p>CONFERENCE: Registration Update - Pam</p>	<p>Currently Registered: Members 114, non-members 8, students 31, day pass 2, 136 Thursday Bus Passes, 131 Friday Bus Passes, 9 VIP Trunk Show</p>	
<p>CONFERENCE: Education Dialogue - Pam</p> <p>Need someone to head up the education dialogue. Discussed looking into studio jewelers/metalsmiths who teach workshops.</p> <p>Volunteer position, no reimbursements.</p>	<p>Some names to consider:</p> <p>Julie Sanford who recently wrote an article on how to host workshops in your studio.</p> <p>Brooklyn Metal Works - Brian Weissman and Erin S. Daily</p> <p>Bryan Park - Benedictine College</p> <p>Wayne Werner</p> <p>Kirk Lang - Vice President of the Seattle Metals Guild</p>	
<p>CONFERENCE: Speaker Document for 2015 - Pam</p> <p>Conference Programming Committee needs Board approval of speaker list before they can approach candidates.</p>	<p>View google doc and vote for speaker approval of the 1-hour speaker slots.</p> <p>Next will come names for three rapid fires (nine more speakers)</p> <p>Pam can take suggestions to the Conference Programming Committee if you email them to her by tomorrow night.</p>	<p>ASAP - All Board Members</p>

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<p>CONFERENCE: Next Conference Year after 2015 & SNAG Presidential Elections</p> <p>Should conferences happen on the odd or even years when will presidential elections take place.</p>	<p>Vote Needed.</p> <p>Consideration to SNAG presidential election years and other organizations conference years were discussed.</p> <p>Todd Pownell made the motion to keep the conferences on the odd years (2015, 2017, etc.) and adjust the presidential elections and terms accordingly. Karen Lorene seconded.</p> <p>The votes will be collected via email to Renee.</p> <p>Further description of presidential term adjustments: <i>The President elected in the 2014 election will serve as President Elect from 2014-15, and President 2015-2017. The next presidential election will be at the 2017 conference. Before the 2017 conference the board will elect a pro-tem President from within the board to serve as president for one year 2017 - 2018. The President elected at the 2017 conference will serve as the President Elect from 2017-2018 and then serve as President 2018- 2020. All future Presidential elections will be during conference years.</i></p>	<p>All Board Members via email by Noon Feb. 22</p>
<p>CONFERENCE: Conference City Comparisons - Pam</p> <p>Discussion of city comparison document circulated.</p>	<p>Conference city comparisons need further development. Portland, Oregon San Francisco, California Albuquerque, New Mexico</p> <p>Not prepared to vote on city.</p>	

	If you have recommendations for city send them to Pam.	
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<p>EDUCATION: Symposium Update - Todd</p> <p>Symposium: Sunday, Nov 9, 2014 Location: High Museum of Art Atlanta</p>	<p>Symposium Coordinators: Debra Lynn Gold, Leigh Griffin, Alan Bremer In the process of getting names for 5-6 speakers. Potential speakers include individuals from: C4 Atlanta, ETSY, etc.</p> <p>Past approximate attendance: Last year 70 attendees; Pittsburg 80 attendees</p> <p>2014 Atlanta venue can take 220 capacity</p> <p>There was discussion of consideration of any vendor possibilities and ideas for sponsors.</p> <p>Hoping to capture the attention of individuals attending the Atlanta Contemporary Jewelry Show Nov 7-8, 2014.</p>	
<p>EXHIBITIONS: Exhibition in Print - Gwynne</p> <p>Call for Entries is now closed.</p>	<p>Exhibition is currently being juried. 273 artists entered 723 images submitted</p> <p>Budgeted for 120 entries - met and exceeded this goal.</p>	

Meeting was adjourned at 11:35 am

Strategic Planning Meetings will be held the 1st Friday of every month.

Board Meetings will be held the 3rd Tuesday of every month.

Next meeting:

Strategic Planning

Friday, March 7th 10:00 – 11:00 am EST.