



**Society of  
North American  
Goldsmiths**

SNAG  
Strategic Planning Meeting  
Friday April 4, 2014  
10 – 11:00 am

**GREETINGS:**

The strategic planning meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 10:00 am on April 4, 2014 by Gwynne Rukenbrod, Executive Director.

**PRESENT:** Gwynne Rukenbrod –Executive Director  
Renee Zettle-Sterling - President

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  
Becky McDonah (E) – Lifetime Achievement Award Liaison/Guild Liaison  
Pam Robinson (A) – Conferences  
Jen Townsend – (A) Online Presence Committee Liaison

**ABSENT:** Sue Amendolara - Past President  
Anne Havel – Treasurer  
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Sharon Massey (A) - Student Programs and Services Liaison  
Todd Pownell (E) Eli's Position - Symposiums

**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.

SNAG Strategic Planning Meeting Minutes April 4, 2014 page 2

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>Mission/Vision/Values- finalize</b></p> <p>Shared Google doc with options listed.</p>	<p>There was discussion over the specific word choices and structure of the proposed mission and vision statements. The core values were also discussed from a compiled list of values. After reviewing and noting changes and preferences, the document was put aside for contemplation. The vote to adopt the new mission, vision and values was scheduled for the face-to-face board meeting later this month.</p>	<p>All board members April 21-23</p>
<p><b>Committees Discussion</b></p>	<p>The guidelines for committee structure and operation are not consistent. The organization would benefit from having these in place for all standing committees, outlining objectives, duties, and defining term limits and rotation. This could cut down on confusion and make the committees more efficient.</p>	
<p><b>Survey results</b></p>	<p>Results from the survey were varied. The data that was collected showed that the majority (85%) of responders only go to the website once in a while and have not attended the conference programming. This brought up the question of if the survey needs to happen at the conference in order to get feedback about this aspect or possibly do a comment box at the conference as a follow up.</p> <p>Other results showed:  <b>Membership makeup:</b> 90% work in metals, 66% work with other materials too  <b>What they like the field to be called:</b> Jewelry and Metalsmithing  <b>Number one benefit:</b> <i>Metalsmith</i> magazine</p>	

**SNAG Strategic Planning Meeting Minutes April 4, 2014 page 3**

<b>DISCUSSION ITEM</b>	<b>ACTION / CONSIDERATION NEEDED</b>	<b>PERSON RESPONSIBLE &amp; DATE</b>
<b>Conference Update</b>	SWOT (Strengths, Weaknesses, Opportunities and Threats) phonecalls will be discussed at face-to-face meeting. The Board of Directors meeting will begin Monday, April 21 at 1:00pm.  Registration for the conference closes this Thursday. So far it stands at 405 total of which 82 are comps. This is the lowest attendance in a decade. There are still 20 room nights that need to get rented in order to fill our room block.	

Meeting was adjourned at 11:01 a.m.

**Next Meeting:**

**Board of Directors**

**Minneapolis, MN 2014 SNAG Conference**

**April 21-23, 2014**