



**Society of  
North American  
Goldsmiths**

SNAG  
Board of Directors Meeting  
Thursday June 12, 2014  
2:00 – 3:00 pm

**GREETINGS:**

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths Board of Directors was called to order at 2:00 pm on June 12, 2014 by Renee Zettle-Sterling, President.

**PRESENT:**

Gwynne Rukenbrod –Executive Director  
Renee Zettle-Sterling - President

Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison  
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison, PDS Liaison  
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison  
Tedd McDonah (A) - Conferences  
Sharon Massey (A) - Student Programs and Services Liaison  
Pam Robinson (A) – Conferences  
Jen Townsend (A) - Online Presence Committee

**ABSENT:**

Anne Havel – Treasurer  
Nicole Jacquard - President Elect  
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out  
Angela Bubash (E) – Metalsmith Editorial Advisory Committee  
Karen Lorene (E) – External Fundraising/Outreach  
Brigitte Martin (E) - Community Liaison, Fundraising Chair  
Lauren McAdams Selden (E) - Guild Liaison, Archiving

**MISSION MOMENT: Renee**

*The Society of North American Goldsmiths advances jewelry and metalsmithing by inspiring creativity, encouraging education, and fostering community.*

Renee recognized the fostering of community within the board that took place during the new members onboarding call.

**SNAG BOD Meeting Minutes June 12, 2014 page 2**

**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.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>APPROVAL OF MINUTES:</b> The minutes for the following Board Meetings were distributed via google docs and were presented to the Board for a vote of approval.</p> <p><b>February 18, 2014</b> <b>March 18, 2014</b> <b>April 21-23, 2014 Minneapolis</b> <b>April 26, 2014 Membership Meeting</b></p>	<p>After a recap of the last meeting the minutes a motion was called for.</p> <p><b>Motion:</b> (Jen) To approve the minutes from the <b>Feb.18, Mar 18 and April 21-23</b> board meetings and the <b>Annual Membership Meeting</b>. Seconded: Dianne</p> <p>The President called for a vote. All in favor of approving the minutes: 6 Abstained: 2</p> <p>Minutes Approved. Send to Tara to post on SNAG website.</p>	<p>Becky</p>
<p><b>COMMITTEE REPORTS:</b> <b>Fundraising - Gwynne</b></p> <p>Brigitte and Gwynne developed a fundraising plan at the beginning of the year that is shared in google docs.</p>	<p>Current <b>Uniques</b> sale has brought in \$2,252 in sales so far, would like to hit \$4,000 but would be happy with another \$700</p> <p>The Holiday sale will partner with the International Society of Glass Bead Makers.</p> <p>There will be a <b>Membership Drive</b> in July with discounted memberships for new members and those who have let their membership lapse one year or more.</p> <p>The <b>Fall Annual Appeal</b> will include the mailing of physical letters. This costs approx. \$3,000 but averages a \$16,000 return with this approach. The spring appeal did not do as well using email and other online tactics.</p>	

SNAG BOD Meeting Minutes June 12, 2014 page 3

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p><b>COMMITTEE REPORTS: Fundraising (Cont.)</b></p>	<p>Due to a recent change in the <b>Windgate Foundation</b> deadlines for proposals SNAG will most likely not receive the 30K listed under this line item in the budget. Gwynne is working with them to see if there are other smaller funding opportunities. There is some room in the budget to adapt to this new information.</p> <p><b>Board Member Donations</b> need to be in by July 1st. This can be a partial payment if the date is financially inconvenient. The website also allows you to donate a lump sum or on a monthly basis. If SNAG owes you funds, donations can be made on the SNAG Check Request Form by selecting a partial reimbursement or donating the entire amount.</p> <p>Gwynne receives donation reports every other Friday.</p>	<p>All Board Members - July 1st</p>
<p><b>COMMITTEE REPORTS: Volunteer Recognition Committee - Renee</b></p> <p>Formation of Volunteer Recognition Award Guidelines and Implementation.</p>	<p>Volunteer Recognition Award Guidelines (VRA) have been shared via google docs. The award will be granted every other year by the VRA Committee comprised of the Executive Committee, the Volunteer Coordinator, and the Volunteer Board Liaison, who will also serve as the Chair of the committee.</p> <p>The recipient will be recognized at the conference, in <i>Riveting News</i> and on the website.</p> <p>There was discussion over the physical award. Things questioned were if it were to be the same every year or different, what format would it be (pin?) and who will design and create it. This could be a possible design contest for the membership.</p>	

**SNAG BOD Meeting Minutes June 12, 2014 page 4**

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<p><b>COMMITTEE REPORTS:</b>  <b>Communications and Marketing Committee - Jen</b></p> <p>Formation of New Committee.</p> <p>New Communications Policy.</p>	<p>The <b>Communications and Marketing Committee</b> was created to oversee SNAG’s communications and bring uniformity and branding to the messages. They will be concentrating on the look, timing, and content.</p> <p><b>Committee Members:</b>  Greg Orloff, Marissa Saneholtz, Matt Smith, Alicia Lowe</p> <p>The <b>Communications Policy</b> was created to address the problems and issues that came from lack of communications policy. It should be shared with all board and committee members.</p> <p>The document covers Internal items such as: Contact Information, Email, Google Drive, Doodle polls, Official Conference Calls, Free Meeting Alternatives and Meeting Agendas. External items: Permission for Official Communication, Email Protocol, Riveting News, Social Media, E-blasts, Springboard, Press Releases, Print Media, and the Website. Contact Jen with any questions or suggestions.</p>	
<p><b>CURRENT ISSUE OF THE MOMENT:</b>  <b>Vision - Gwynne</b></p> <p>Revisit the wording of the Vision after feedback from members.</p>	<p>Members commented that the vision wording was not inclusive. Flipped wording from “community of jewelers and metalsmiths” to “jewelry and metals community.”</p> <p><b>Motion:</b> (Pam) To change the wording to read: <i>SNAG envisions a diverse jewelry and metals community engaging in thoughtful conversation and critical discourse while preserving tradition and embracing innovation.</i> Dianne Seconded.</p> <p>Motion passed unanimously.</p>	

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<p><b>2014 BUDGET:</b>  <b>Vote Needed - Gwynne</b></p> <p>Discussed changes to the 2014 Budget.</p>	<p>Gwynne covered areas where major changes were implemented in response to the \$60,000 - \$65,000 loss from the Minneapolis conference.</p> <p>Some areas were:</p> <ul style="list-style-type: none"> <li>• Waiting to hire a bookkeeper until July instead of January</li> <li>• Legal fees were added to advise us on by-laws and current issues, speaker contracts and potential changes in areas such as the use of the Educational Endowment</li> <li>• Save \$5K by not meeting at site city of future conference. Will utilize Touchstone instead.</li> <li>• Cut costs in production printing of Metalsmith magazine</li> <li>• Cutting conference expenses with Meetings a la Carte.</li> <li>• Dropping curatorial fees for Mall to Museum project.</li> <li>• Cut money allocated for a graphic designer.</li> <li>• Cut website development funds.</li> </ul> <p>Gwynne and Anne feel that there are areas where more adjustments can be made due to the possibility of not receiving the 30K budgeted under grants. SNAG's books are in great shape this year and headed towards a more sustainable organization. The addition of a bookkeeper is viewed as a positive step as well.</p> <p><b>Motion:</b> (Renee) To accept the adjusted 2014 Budget.                      Seconded: Jen</p> <p>Motion passed unanimously.</p>	

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<p><b>FACE TO FACE BOARD MEETING:</b> <b>Budget</b> - Gwynne</p> <p>Fall Meeting: October 2 - 5 at Touchstone Center for Crafts.</p>	<p>The budget for travel, room and board was presented to the board. Utilizing Touchstone Center for Crafts should save the organization approx. 5K compared to travelling to Boston.</p> <p>The agenda will be shared with the board at a later time to aid in making travel arrangements. It was noted that we will be at Touchstone during their Fundraiser Auction. Board members will not be charged a fee to attend this event, but are welcome to donate a piece to the auction.</p> <p>Carlo Cuesta will be joining us and also members of the Nominations and Elections Committee as funds permit.</p> <p>Let Renee know of any time conflicts you may have.</p>	
<p><b>OTHER ITEMS:</b> <b>Conflict of Interest Forms</b> - Renee</p> <p><b>New Board Member Assignments</b> - Renee</p>	<p>The board was reminded to fill out their forms and to have their committees fill out the forms and send them to Tara at the SNAG office if they had not already done so.</p> <p>Tedd: Conference Liaison (Shadowing Pam)  Sydney: Volunteer Liaison and Symposium Liaison  Lauren: Guild Liaison and Archiving  Dianne: Educational Liaison: Road 2 Success, Technical Articles, Professional Development Seminar</p>	<p>All Board and Committee Members Immediately</p>

Meeting was adjourned at 3:17 pm

**Next meeting:**

Strategic Planning: Guidelines and Committee Structures

Wednesday, June 25th 2:00 – 3:00 pm EST.