



Society of
North American
Goldsmiths

SNAG
Strategic Planning Meeting
Wednesday July 9, 2014
2:00 – 3:00 pm EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 2:00 pm on July 9, 2014 by Renee Zettle-Sterling, President.

PRESENT:

Gwynne Rukenbrod –Executive Director
Renee Zettle-Sterling - President
Nicole Jacquard - President Elect

Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison, PDS Liaison
Karen Lorene (E) – External Fundraising/Outreach
Sharon Massey (A) - Student Programs and Services Liaison
Lauren McAdams Selden (E) - Guild Liaison, Archiving
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison
Tedd McDonah (A) - Conferences
Pam Robinson (A) – Conferences

ABSENT:

Anne Havel – Treasurer
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison
Brigitte Martin (E) - Community Liaison, Fundraising Chair
Jen Townsend (A) - Online Presence Committee

MISSION MOMENT: Sharon

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

Sharon recognized “inspiring creativity” in the recent *Uniques* sale that paired jewelry and writing.

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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>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.</p> <p>June 12, 2014</p>	<p>After a recap of the last meeting minutes a motion was called for.</p> <p>Motion: (Lauren) To approve the minutes from the June 12 board meeting. Seconded: Dianne</p> <p>The President called for a vote. All in favor of approving the minutes: unanimous</p> <p>Minutes Approved. Send to Tara to post on SNAG website.</p>	<p>Becky</p>
<p>COMMITTEE REPORTS: Conferences – Pam</p> <p>Programming for: Impact: Looking Back, Forging Forward Boston, Massachusetts, May 20-23, 2015</p>	<p>CoChairs: Dianne Reilly, Troy Hines, Grace Hilliard Koshinsky</p> <p>Speakers: Contracts will go out the end of July. New contracts are being drafted.</p> <p>Exhibitions: secured contracts with 8 galleries and venues; 13 have verbally agreed to be part of the conference events. Public transportation will be used. There will be three different routes and more time allotted to go to exhibitions.</p> <p>Proposals: Contact information will go out for those with interest in proposing exhibitions/events during the conference.</p>	

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<p>COMMITTEE REPORTS: Students - Sharon</p>	<p>Currently: getting in touch with the Educational Endowment Scholarship winners and collecting information to be used for promotion.</p> <p>Upcoming tasks: finding a local coordinator in Boston to work on the student exhibition and contacting potential jurors.</p> <p>Other projects: Developing a list of high school educators across the country who teach metalsmithing or have a desire to teach metalsmithing in their classrooms. The goal would be to develop a program to specifically serve this area. Names of potential volunteers to help with this effort were shared. The addition of a high school audience component at the conference could change the dynamic of the Educational Resource Room to include more schools with only undergraduate programs, a portfolio review option for high schoolers, etc.</p>	
<p>COMMITTEE REPORTS: Editorial – Angela</p>	<p>Meetings: In response to SNAG’s budget cuts of face-to-face committee meetings as a result of the financial crisis, the Editorial Advisory Committee members have been considering calling for a vote to pay their own way to facilitate a meeting. The possibility of providing a room for their meeting at the conference was offered by the Executive Director. Also discussed was the option of video meetings and google hangout.</p> <p>Exhibition in Print: The juried <i>Exhibition in Print</i> is almost ready to go to print. The publication will contain a nice variety of work and a strong essay with a new approach to the cover image.</p> <p>The board was reminded that Suzanne and the Editorial Advisory Committee welcome feedback on the publication.</p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>CURRENT ISSUE OF THE MOMENT: October Face-to-Face Meeting - Renee</p>	<p>Fall Board Meeting: While SNAG is making great progress, the organization continues to need to make cuts in spending. The Board is being asked to donate funds for their travel and lodging costs to SNAG for the October 3-5 Fall Board Meeting at Touchstone Center for Crafts.</p> <p>Board Members were asked to please email Renee to let her know of your travel/lodging plans and costs.</p> <p>Board Members were also reminded of the invitation to attend the annual Touchstone Fundraiser Event for free and that a donation for the auction would be appreciated.</p>	<p>All Board Members</p>
<p>CURRENT ISSUE OF THE MOMENT: Art Action Research Planning Process - Gwynne</p> <p>Planning Process Outline Document was shared with the Board</p>	<p>The Strategic Planning should be finalized by the face-to-face meeting in the fall. Every three years SNAG was having a financial crisis. The organization was not working under the current model. Need to rebuild a new model that is sustainable and thriving.</p> <p>Areas of focus: Year 1 Strategic Plan Year 2 Business Model Year 3 Implementation Phase</p> <p>We need to look at goals, how we operate and how to measure the success of existing programs and how this measures up to the strategic plan.</p>	

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<p>CURRENT ISSUE OF THE MOMENT: Art Action Research Planning Process - Cont.</p>	<p>Gwynne was offered a \$3,000 matching grant from the North Carolina Arts Council to work with a consultant from August to June every other month for two hours. She has worked successfully with this consultant before. SNAG will have to pay \$3,000 per year for this three-year commitment (usually hiring a consultant would cost 20-60K). This consultant comes with 30 years of experience and would provide support for the Executive Director who is currently putting in 60-90 hours a week doing the strategic planning as well as the executive director duties.</p> <p>Motion: Dianne: To move forward with using Nello and the Arts Action Research Planning Process Outline. Seconded: Nicole</p> <p>All in favor: unanimous.</p>	
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Meeting was adjourned at 3:30 pm

Next meeting:

Strategic Planning: Wednesday, June 23rd 2:00 – 3:00 pm EST.