



**Society of
North American
Goldsmiths**

SNAG
Monthly Board Meeting
Tuesday, August 18, 2015
6:00pm - 7:00pm EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 6:00pm on August 18th, 2015 by Nicole Jacquard, President. Jen Townsend was recognized and thanked for her service to SNAG as this will be the final board meeting for her term.

PRESENT:

Gwynne Rukenbrod –Executive Director
Nicole Jacquard - President
Renee Zettle-Sterling - Past President
Anne Havel – Treasurer

Dominique Bereiter (A)
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Kat Cole (E)
Dianne Debeixedon (E) - Education
Brian Ferrell (E) - Communications and Marketing Committee Liaison
Lauren McAdams Selden (E) - Archiving, Strategic Planning
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison
Tedd McDonah (A) - Conferences
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee
April Wood (E)

ABSENT: Brigitte Martin (A) - Community Liaison, Fundraising Chair, PDS Liaison
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison *Maternity Leave

MISSION MOMENT: Jen

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

Jen reflected on her role as a link in the chain of education that is fostered by SNAG. This was prompted by a discussion on Facebook from a former student following the current issue of the EPA mine waste spill in Colorado. Jen related her awareness of ethical metalsmithing issues back to meeting Christina Miller at a SNAG conference and hearing her speak at SNAG Chicago.

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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.

b. Additional Announcements

The physical exhibition of the Exhibition in Print was held at The Center for Craft, Creativity & Design in Asheville, NC July 31-Aug 22, 2015.

The Fall Board Meeting is approaching. For those flying be sure to book soon to stay within the “60 days out” time frame. Notifications will come out soon for the Fall Board Reports and the annual Executive Director review.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>Committee Reports: Online Presence Committee – Jen/Brian</p> <p>Transition in Personnel and Committee Format</p>	<p>As Jen’s term comes to an end Brian Ferrell will be filling the role of the Communications and Marketing Committee Liaison (formerly known as the Online Presence Committee). The Communications and Marketing Committee oversees the look, feel and content of the materials disseminated by SNAG. They are currently working on an ambassador packet.</p> <p>Members of the Communications and Marketing Committee: Caitie Sellers, Chair, Matt Smith, Greg Orloff, Marissa Saneholtz, Jennifer Merchant, Bryan Park, and staff representative Tara Jecklin.</p> <p>Sub-Committees: Social Media Committee: Jennifer Merchant, Chair Online Presence (Website) Committee: Bryan Park, Chair</p> <p>The committee is looking for three new members that are reliable and tech-savvy, preferably with a working knowledge of websites, wordpress and the ability to work with others. If you know of any qualified candidates, let Brian Ferrell, Bryan Park or Jen Townsend know.</p> <p>Jen and Bryan P. are willing to stay on in an advisory capacity while new members are trained.</p>	<p>All Board Members</p>

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<p>Current Issue of the Moment: Fundraising Goals For The Year - Gwynne</p> <p>Board Fundraising</p> <p>Annual Appeal and Perks</p> <p>Membership Drive</p>	<p>The Board was reminded to let Brigitte know of any additional fundraising projects for the year. The fundraising goal for 2015 was \$3,000 per board member. The Board was asked to start thinking about the target amount for next year.</p> <p>Boris Bally has volunteered to write this year's letter for the annual appeal. There are new perks to go along with various levels of support including a Bally keychain, Sunyoung Cheong saw pin, SNAG apron, Bally tray, and other original artist pieces available to choose from on SNAG//Space. This year's campaign will also have an online campaign component.</p> <p>The campaign goal is to raise \$20,000. Last year \$19,000 was raised during the annual appeal.</p> <p>Another topic of discussion was the membership drive. The ambassador packet will include incentives such as first time member discounts, a list of schools have been identified for notification of the "4 students for the price of 3" discount, and there will be a come back to SNAG special for lapsed members.</p>	<p>All Board Members</p>
<p>Current Issue of the Moment: Strategic Planning/Goals and Objectives - Gwynne</p>	<p>Gwynne sent a document to the Board containing the notes from the strategic planning exercise in Boston. She will put this document on Google Docs for comments and feedback. The Board will vote on the formal strategic plan at the Fall board meeting in October.</p>	<p>Gwynne</p> <p>All Board Members</p>
<p>Other Items of Discussion: Gwynne</p> <p>Education Director/Event Manager</p>	<p>Monica Hampton has resigned her position as Education Director effective October 1st. She has agreed to assist in training her replacement. Gwynne will create a new job description focusing on the role of an Event Manager. She has asked the Executive Committee to be part of the interview process as she would like the Board involved in this staff decision. The position will most likely have a salary of 37 - 42K with health insurance and phone/internet. The board was asked to send notes of appreciation to Monica for all of her hard work for the organization.</p>	<p>Gwynne & Executive Committee</p> <p>All Board Members</p>

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<p>Other Items of Discussion: Gwynne</p> <p><i>Metalsmith</i> Website Component</p>	<p>Gwynne announce new developments in the <i>Metalsmith</i> side of the website. Starting with the new Exhibition in Print there will be additional content supportive of the issues in <i>Metalsmith</i> on the website. This initiative intends to bring readers from the magazine to the website. The current Exhibition in Print contains interactive pieces that the viewers can see in motion through videos on the website.</p>	

Watch for a Doodle Poll to determine the date/time of the September BOD meeting.

Thank you for making yourselves as available as possible for ease in scheduling such a large group.

Meeting was adjourned at 6:58pm EST.