



Society of
North American
Goldsmiths

SNAG
Board of Directors Meeting
Friday January 23, 2015
3pm - 4:30pm

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 3:00pm on January 23, 2015 by Renee Zettle-Sterling, President.

PRESENT:

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

Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison
Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison
Karen Lorene (E) – External Fundraising/Outreach
Brigitte Martin (E) - Community Liaison, Fundraising Chair, PDS Liaison
Becky McDonah (E) – Secretary, Lifetime Achievement Award Liaison
Tedd McDonah (A) - Conferences
Lauren McAdams Selden (E) - Guild Liaison, Archiving
Pam Robinson (A) – Conferences
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

ABSENT: Sharon Massey (A) - Student Programs and Services Liaison

MISSION MOMENT: Brigitte

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

Brigitte reminded us of the importance of Fostering Community and how we as SNAG Board members represent our organization at the meetings and events of others as well as our own. Specifically this was apparent at the recent ECU Symposium where the attendance of many SNAG board members was recognized and appreciated. She encouraged us to continue to actively reach out as SNAG Board ambassadors and to be aware of how we shape community through participation.

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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>October 3-5, 2014 November 17, 2014 December 12, 2014</p>	<p>After a recap of the meeting minutes it was decided to table the vote for the November 17th minutes and proceed with the call for votes for October and December. A motion was called for.</p> <p>Motion: (Nicole) To approve the minutes from the October 3-5, 2014 board meeting. Seconded:Tedd</p> <p>The President called for a vote. All in favor of approving the minutes: 13 Abstained: 1</p> <p>Minutes Approved. Send to Tara to post on SNAG website.</p> <p>Motion: (Renee) To approve the minutes from the December 12, 2014 board meeting. Seconded: Dianne</p> <p>The President called for a vote. All in favor of approving the minutes: 13 Abstained: 1</p> <p>Minutes Approved. Send to Tara to post on SNAG website.</p>	<p>Becky</p> <p>Becky</p>

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>COMMITTEE REPORTS: Conference – Pam</p>	<p>It was reported that the new conference pages on the website are working well and proving informative and easy to navigate. The first round of conference brochure information has been turned in and the conference exhibition route is being planned out.</p> <p>Board members should have heard from Monica and Gwynne with directions and tips on how to register for the conference. It was requested for Board Members to register as soon as possible.</p> <p>The May board meeting will start Sunday May 17 at noon and end Tuesday May 19 at 6 pm with a staff and board meal on Tuesday evening. Please plan to arrive Saturday May 16 and stay through the end of the conference on Saturday May 23, if possible.</p> <p>The new Conference Volunteer Coordinator is Tabitha Ott. She will be dealing with the work exchange program.</p>	<p>All Board Members</p>
<p>COMMITTEE REPORTS: Lifetime Achievement Award -Becky</p>	<p>The period for nominations has closed and information packets for nine nominees have been distributed to the Lifetime Achievement Award Committee. There were three new nominees added this year, which has been the average number for the past few years.</p> <p>The LAA committee (Paul Smith, Lola Brooks and Bruce Pepich) will reach their decision within the next few weeks and a name will be brought to the board for approval.</p>	

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<p>CURRENT ISSUE OF THE MOMENT: Budget Approval - Anne/Gwynne</p> <p>Budget Format</p> <p>Bookkeeping</p> <p>Conference</p> <p>New Programming</p>	<p>Gwynne introduced the new budget layout that provides more than just the final column, including detailed information on revenue and expenses for each program area. Anne and Gwynne were both acknowledged for the laborious task of reformatting the budget. These formatting efforts will carry over into future years allowing for more efficiency and ease of use. Every line is contract driven or from prior year information to get the approximate numbers. General navigation questions were answered about the new format.</p> <p>It was noted that in the recent past the benefit of hiring of a professional part-time bookkeeper was discussed to help with the preparation of the budget. This item was in the budget last year but was removed due to the need for cuts.</p> <p>Discussion was held over a selection of specific budget line items. It was noted that the conference budget numbers were based on 650 paying attendees which is hoped to be a conservative projection with actual attendance in excess of this number. A separate conference budget exists with more specific details that cross sects with the overall budget.</p> <p>Some new programming was introduced under Symposium Sponsorships and under the category of Emerging Curators. Also being put into place before the 2015 Conference will be Critical Conversation Convening, at the Boston Park Plaza. Board members are encouraged to attend and to let Gwynne know which conversation they would like to join.</p>	<p>All Board Members</p>

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>CURRENT ISSUE OF THE MOMENT: Budget Approval (Cont.)- Anne/Gwynne</p> <p>Other budget items noted</p> <p>Taxes</p> <p>Raises and Bonuses</p>	<p>Other items of note were that numbers for subscriptions/memberships were kept flat with no growth projections. Our marketing expenses have gone down from previous years due to trade arrangements. The donations section of the budget was broken down to better track restricted and non-restricted cash donations. SNAG will be applying for a 75K Windgate Grant that is included in the budget.</p> <p>SNAG did not have to pay out any taxes for 2013 due to losses that wiped out any taxes owed. Recent numbers associated with <i>Metalsmith</i> advertising will put SNAG in a position to have to pay taxes in the future. A savings account will be started specifically for tax purposes so that these funds will be available at the end of the year. Gwynne and Anne will look over this formula in the next couple months to make sure it is accurate and have results in about 3 months. The estimated costs for taxes is \$13,850 which includes a \$150 filing fee.</p> <p>Discussion to offer a cost of living increase for staff was held with the budget document showing how this would effect the bottom line. This would total \$5,467 for staff raises. The amount of \$7,600 for bonuses was questioned. This is not a guaranteed item, it is flexible and determined on if specific goals are met and programs are successful.</p> <p>Motion: (Renee) - To approve the budget with the inclusion of \$13,850 for taxes including a \$150 filing fee and \$5,467 for staff raises. Dianne – seconded</p> <p>All in favor: unanimous Motion passed, budget approved.</p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>CURRENT ISSUE OF THE MOMENT: Windgate Grant & Conference Sponsorship - Gwynne</p> <p>The Windgate Foundation Report was shared with the board</p> <p>Conference Sponsorship</p>	<p>The Executive Director met with the Program Officer for Windgate and reported that the foundation is pleased with our organizations progress and that we should be proud of our accomplishments in working towards becoming a sustainable organization.</p> <p>If we continue in this direction we will have a strong chance at securing future grant funding from their foundation. The foundation was also pleased with the amount of things we were able to accomplish in 2014 due to previous funds awarded by the foundation.</p> <p>Our progress in the area of Development was noted. In 2014 a total of over 32K in individual donations was given to SNAG. This was three times the average amount from 2007-2012. Efforts towards creating a culture of fundraising and giving at SNAG have been recognized and for the first time in history the SNAG board has committed to try to collectively raise 55K by the end of 2015. The recent Indigo-go campaign raised 110% of its goal, helping SNAG to raise approximately 20K in the end of the year push.</p> <p>Windgate grant applications will be due in March and additional grant opportunities are being explored through the John and Robyn Horn Foundation.</p> <p>Gwynne reported that we are halfway to the goal of 37K for Conference Sponsorship. This is broken up into 32K for the conference, 2K for the Professional Development Seminar, 1K for the Student Exhibition, 1K for the Trunk Show, and 1K for the Exhibition in Motion. Board members were encouraged to let Gwynne know if you have any ideas of corporations to approach for sponsorship.</p>	<p>Gwynne</p> <p>All board members</p>

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<p>CURRENT ISSUE OF THE MOMENT: Advisory Circle Update - Karen</p> <p>Document was provided for review.</p>	<p>Karen discussed the results of her research into various ideas/examples of the advisory board format/role.</p> <p>Board members were asked to share their thoughts on how they think this organization should work. What some possible goals and objectives for this group could be.</p> <p>There will be a document put on the drive for idea sharing.</p>	
<p>CURRENT ISSUE OF THE MOMENT: Potential Board Members -Renee</p>	<p>Renee reminded board members to forward any names of potential board members to the Nominations and Elections Committee.</p> <p>They will be accepting nominations until February 19, 2015.</p>	<p>All board members Feb. 19, 2015</p>

Meeting was adjourned at 4:28pm

Upcoming Board Meetings:

Wednesday, Feb 18th, 6-7pm

Wednesday, March 18th, 6-7pm

Wednesday, April 15th, 6-7pm