



**Society of
North American
Goldsmiths**

SNAG
Monthly Board Meeting
Wednesday, March 18th, 2015
6:00pm-7:00pm

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 6:00pm on March 18th, 2015 by Renee Zettle-Sterling, President.

PRESENT:

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

Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Dianne Debeixedon (E) - Education: R2S Liaison, Tech Articles Liaison
Brigitte Martin (E) - Community Liaison, Fundraising Chair, PDS 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:

Nicole Jacquard - President Elect
Tedd McDonah (A) - Conferences
Jim Bove (E) – Exhibition Planning Committee Liaison/Board Speaks Out
Sydney Brown (E) - Volunteer Liaison, Symposiums Liaison
Karen Lorene (E) – External Fundraising/Outreach
Sharon Massey (A) - Student Programs and Services Liaison
Jen Townsend (A) - Online Presence Committee/PR and Marketing Committee

MISSION MOMENT: Angela

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

Angela reflected upon a conversation she had with an emerging jewelry artist who was unhappy with SNAG. After listening to the artist say what SNAG hadn't done for them, Angela asked them to think about what SNAG had done for them. This evolved into recognizing the sense of community that the organization offers and changed the artist's mindset to wanting to help give back and get more involved.

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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>Committee Reports: Fundraising - Brigitte</p> <p>Fundraising Committee</p> <p>Individual Fundraising</p> | <p>The Board discussed the importance of fundraising and that this needs to be a consistent element in the function of the board. The development of a Fundraising Committee with measurable goals shows outside donors that we take this aspect seriously and they are more apt to commit to our organization. The Fundraising Committee consists of Brigitte Martin, Anne Fiala, Lisa Wilson, Maia Leppo, Monica Hampton, and Gwynne Rukenbrod-Smith.</p> <p>Brigitte is reconnecting with the board members to check on individual fundraising progress and discuss ideas. She reminded the Board that they are welcome to attend the monthly Fundraising Committee meetings and that the team is there to offer assistance. Ongoing and finished projects were listed and the Board was asked to let her know of any missed efforts.</p> | |
| <p>Committee Reports: Strategic Planning - Gwynne</p> | <p>Gwynne will be meeting with Nello to define objectives and she will be developing an Intentional Change Plan Outline for the May Board Meeting in Boston where Carlo Cuesta from Creation in Common will be joining the Board.</p> | |
| <p>Current Issue of the Moment: Treasure Report - Anne</p> | <p>Anne went over highlights from the March 2015 Treasurer's Report circulated online and asked the Board to email her with any questions</p> | |
| <p>Current Issue of the Moment: Education Dialogue - Lauren/Dianne</p> | <p>The basic plan for Education Dialogue has been sent out and Lauren and Dianne asked the Board for feedback on the questions proposed for discussion. They will then edit down the list of questions and get commitments from participating educators by April 1st.</p> | <p>All Board Members</p> <p>Lauren and Dianne</p> |

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| <p>Current Issue of the Moment: Conference Registration - Pam</p> <p>Registration Numbers</p> <p>Space/Table Rental</p> | <p>The Board discussed conference registration patterns and costs. Current numbers show 463 registered during early registration, this is 50 short of the budgeted goal. Future negotiations for the New Orleans conference are using 600-700 paid attendees. The Board discussed renegotiating this number to be more conservative.</p> <p>Other items noted for the Boston conference is that there are only two spots left for the Trunk Show at this time, the Vendor Room has 4 spaces left at \$1,100 each and 10 resource tables were added to rent in the hall outside the vendor room for \$350 each.</p> | |
| <p>Current Issue of the Moment: Editorial Advisory Committee - Angela</p> <p><i>Exhibition in Print</i></p> | <p>The 2015 <i>Exhibition in Print</i> is right on track and the upcoming Juried <i>Exhibition in Print: Shifting Sites</i> ties in well with some NEA grants for potential funding supplements.</p> <p>Angela presented names discussed by the EAC for possible jurors that would have national and international appeal. The possibility of a travelling exhibit in conjunction with this exhibition depending on grant funding was mentioned.</p> <p>Looking to the future, the funding for <i>Exhibition in Print</i> is running out in 2017. \$6,000 is what SNAG pays the curator and SNAG will need to apply for funding next July. The Editorial Advisory Committee will be meeting face to face at the conference in May.</p> | |

Meeting was adjourned at 7:12 pm EST.