



**Society of
North American
Goldsmiths**

SNAG
Monthly Board Meeting
Friday, September 25, 2015
9:00am EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 9:00am on September 25th, 2015 by Nicole Jacquard, President.

PRESENT:

Gwynne Rukenbrod –Executive Director
Nicole Jacquard - President

Dominique Bereiter (A15) - Hospitality Committee
Jim Bove (E13) – Exhibition Planning Committee Liaison/Board Speaks Out
Sydney Brown (E14) - Volunteer Liaison
Angela Bubash (E) – Metalsmith Editorial Advisory Committee
Dianne Debeixedon (E14) - Education
Brian Ferrell (E15) - Communications and Marketing Committee Liaison
Brigitte Martin (A) - Community Liaison, Fundraising Chair, PDS Liaison
Lauren McAdams Selden (E14) - Archiving, Strategic Planning
Becky McDonah (E13) – Secretary, Lifetime Achievement Award Liaison
Tedd McDonah (A14) - Conferences

ABSENT: Renee Zettle-Sterling - Past President
Anne Havel – Treasurer
Kat Cole (E15)
April Wood (E15)

MISSION MOMENT: Tedd

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

Tedd reflected on his experiences attending conferences and shared that it took him three conferences before he really felt he fit in. He noted that new conference goers always say they feel like outsiders, but with time you won't feel this way. He emphasized the value of the opportunity conferences give to connect with your peers.

Brigitte added that one of the tasks of the newly formed Hospitality Committee is helping welcome new conference attendees.

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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

Gwynne announced that the speaker lineup for SNAGneXt had been shared with the board. Please review and send comments/feedback by Sept. 29 at 5pm. She noted the exciting line up includes Don Friedlich as the opening keynote and Ben Silberman, Co-Founder of Pinterest as closer.

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>August 18, 2015 July 14, 2015 May 17-19, 2015 March 18, 2015 February 18, 2015</p>	<p>After a recap of the August meeting minutes a motion was called for. Motion: (Lauren) To approve the minutes from the August 18, 2015 board meeting. Seconded: Dianne The President called for a vote. All in favor: 10; Opposed: 0; Abstain: 1 Minutes Approved.</p> <p>After discussion of the July meeting minutes a motion was called for. Motion: (Nicole) To approve the minutes from the July 14, 2015 board meeting. Seconded: Brigitte The President called for a vote. All in favor: 10; Opposed: 0; Abstain: 1 Minutes Approved.</p> <p>After discussion of the May meeting minutes a motion was called for. Motion: (Nicole) To approve the minutes from the May 17-19, 2015 board meeting. Seconded: Lauren The President called for a vote. All in favor: 8; Opposed: 0; Abstain: 3 Minutes Approved.</p> <p>After discussion of the March meeting minutes a motion was called for. Motion: (Nicole) To approve the minutes from the March 18, 2015 board meeting. Seconded: Tedd The President called for a vote. All in favor: 8; Opposed: 0; Abstain: 3 Minutes Approved.</p>	

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DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>APPROVAL OF MINUTES: (cont.)</p>	<p>After discussion of the February meeting minutes a motion was called for. Motion: (Nicole) To approve the minutes from the February 18, 2015 board meeting. Seconded: Angela The President called for a vote. All in favor: 9; Opposed: 0; Abstain: 2 Minutes Approved.</p> <p>Send approved minutes to Tara to post on SNAG website.</p>	<p>Becky</p>
<p>Current Issue of the Moment: Annual Appeal - Brigitte, Gwynne</p> <p>Annual Appeal Letters</p>	<p>Board members were asked to participate by composing and sending letters in a coordinated initiative during the annual appeal.</p> <p>The Board will be supplied with talking points and guidelines/examples for the appeal letter that they can put some personal insertions/greetings into.</p> <p>Send Brigitte the names of 10 to 20 people that you will be sending letters to so that she can track responses and check for overlap. These 10 to 20 letters could be sent out snail mail or email to individuals that the board member has a connection with according to the recipients' known preference.</p> <p>SNAG letterhead can be found in google docs (Letterhead SNAG 6-15)</p>	<p>Gwynne/April/ Brigitte - mid Nov.</p> <p>All Board Members after Thanksgiving (timing is flexible)</p>
<p>Current Issue of the Moment: Technical Articles Program Proposal - Gwynne</p> <p>Collaborative Project Idea (document distributed via email)</p>	<p>Victoria Lansford is the new Technical Editor for the Technical Articles component of the website.</p> <p>Gwynne presented Victoria's new collaborative project idea for the articles that paired technical handouts from established teachers with emerging and established artists who would follow and document the directions while making the specified project or technique.</p> <p>The goal would be to create 5 online articles each year for SNAG's website and after 2-3 years the articles would be compiled into a print on demand book.</p>	

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<p>Current Issue of the Moment: Technical Articles Program Proposal - Gwynne</p> <p>Budget change presented for vote of approval.</p>	<p>This project would call for additional funds of \$500 for the Technical Articles budget. The new budget would be \$4000 (existing budget \$3500).</p> <p>Proposed Budget: \$3250 for 5 articles (\$650 per article) \$350 toward printed and online ads and postcards for the project \$400 toward complementary copies of the periodic print on demand book for each of the contributors plus 2 - 3 review copies</p> <p>Compensation for technical editor: two ¼ page color ads in Metalsmith magazine and a complimentary pass to the SNAGneXt conference. (previous technical editor compensation \$1000)</p> <p>After discussion the Board was not ready to vote on this item. It will be tabled until it can be addressed further. Gwynne will share feedback with Victoria and a Google Doc will be shared with the Board for further comments. Due to the tight schedule at the October meeting, this item will be revisited in November.</p>	

Board Reports will be distributed by October 1st.

Be sure to read these in preparation for the upcoming Board Meeting October 16-18 at Arrowmont School of Arts and Crafts.

Note that Anne will be supplying us with the final numbers at the face-to-face meeting.

Meeting was adjourned at 9:55am EST.