



Society of
North American
Goldsmiths

SNAG
Monthly Board Meeting
August 25, 2016
11:00am, EST

GREETINGS:

The Board of Directors meeting (via conference call) of the Society of North American Goldsmiths was called to order at 11:00am on August 25, 2016 by Gwynne Rukenbrod Smith, Executive Director on behalf of the SNAG President who joined shortly thereafter.

PRESENT:

Gwynne Rukenbrod Smith – Executive Director

Nicole Jacquard - President, Chair - Executive Committee, Strategic Planning Committee, Impact & Evaluation Committee

Anne Havel – Treasurer, Chair - Finance Committee, Programming Committee, Executive Committee

Brigitte Martin - President-Elect, Chair - Fundraising Committee, Strategic Planning Committee, Impact & Evaluation Committee

Jill Baker-Gower (E 2016-2019) - Impact Evaluation Committee, Strategic Planning Committee

Chris Balch - (A 2015-2018 Nov) - Co-Chair - Strategic Planning Committee, Chair - Impact Evaluation Committee, Executive Committee

Dominique Bereiter (A 2015-2018) - Fundraising Committee, Programming Committee

Kat Cole (E 2015-2018) - Finance Committee, Fundraising Committee, Programming Committee

Brian Ferrell (E 2015-2018) - Fundraising Committee, Programming Committee

Becky McDonah (E 2013-2017) – Secretary, Executive Committee, Strategic Planning Committee

Tedd McDonah (A 2014-2017) - Conference Coordination Committee, Fundraising Committee

Elizabeth Shypertt (E 2016-2019) - Finance Committee, Fundraising Committee

April Wood (E 2015-2018) - Impact Evaluation Committee, Programming Committee

ABSENT:

Ezra Satok-Wolman (E 2016-2019) - Strategic Planning Committee, Fundraising Committee

Dianne Debeixedon (E 2014-2017) - Chair - Program Committee, Finance Committee

MISSION MOMENT: Gwynne Rukenbrod Smith

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

Gwynne shared her recent experience representing SNAG as a sponsor at the Penland Auction where she was pleased with the ability to connect with others from organizations such as the James Renwick Alliance and the Windgate Foundation, and delighted with the amount of recognition and respect of the SNAG organization that her name tag evoked.

SNAG BOD Meeting Minutes August 25, 2016 page 2

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. This also applies to future projects and programs that have not yet been announced to the membership.

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>APPROVAL OF MINUTES: The minutes for the following meetings were distributed via google docs and were presented to the Board for a vote of approval:</p> <p>May 2016 Membership Meeting</p> <p>July 26, 2016 Board Meeting</p>	<p>After a recap/discussion of the Meeting minutes motions were called for.</p> <p>Motion: (Nicole) To approve the minutes from the May 2016 Membership Meeting. Seconded: Chris The President called for a vote. All in favor: Unanimous</p> <p>Motion: (Nicole) To approve the minutes from the July 26, 2016 Board Meeting. Seconded: April The President called for a vote. All in favor: 10 Opposed: 0 Abstained: 2 Minutes Approved.</p> <p>Send approved minutes to Tara to post on SNAG website.</p>	<p>Becky</p>
<p>COMMITTEE REPORTS: Financial – Anne Havel</p>	<p>The treasurer introduced the topic of profitability of conferences as well as other revenue sources of the organization.</p> <p>Other items of discussion included the profitability of <i>Metalsmith</i> magazine, the membership, grants, and how they contribute to SNAG’s bottom line. Also mentioned was the identification of possible savings on the production of <i>Metalsmith</i> that will be brought to the board in a future meeting.</p>	

SNAG BOD Meeting Minutes August 25, 2016 page 3

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>COMMITTEE REPORTS: Conference - Gwynne Rukenbrod Smith</p>	<p>There was discussion over the factors that can affect whether a conference is successful or not, such as: location, type of venue, timing, grants, costs to the organization, and attendees, etc.</p> <p>Past conference numbers and research sharing what professional meeting planners believe motivates people to attend conferences was discussed, as well as other factors that affect hotel contract cost estimates.</p> <p>Some items discussed were multiple-year contracts to a limited number of locations for better deals and more efficient planning due to a familiar, recurring location, and what a location needs to feature in order to best serve our members.</p> <p>The Board will be voting on the 2018 conference location, and beyond, at the Board meeting in November.</p>	
<p>CURRENT ISSUE OF THE MOMENT: Programming - Brian</p> <p>Membership Survey</p>	<p>The importance of gathering information relating to why members choose to attend a conference was discussed. This survey is trying to target what matters most to the membership regarding conferences.</p> <p>The Membership Survey draft was shared with the board for feedback. All comments need to be in by Tuesday, August 30th. The survey will be finalized and shared with the membership after Labor Day to be completed by the end of September.</p> <p>The Programming committee will distribute results to the Board by mid-October.</p>	<p>All Board Members August 30th</p> <p>Programming Committee - mid-October</p>

SNAG BOD Meeting Minutes August 25, 2016 page 4

DISCUSSION ITEM	ACTION / CONSIDERATION NEEDED	PERSON RESPONSIBLE & DATE
<p>OTHER ITEMS: Advocacy - Brigitte, Gwynne</p> <p>Reminders and Next Board Meeting</p>	<p>Other discussion included the topic of reinforcing the value of being a member of SNAG to members and potential members. Noting that participation is the key for getting the most out of any membership, and creating excitement over impacting the field and moving it forward.</p> <p>The Board was reminded of upcoming deadlines:</p> <ul style="list-style-type: none"> ● Committees are to submit policies for review in November ● Board Reports will be due on Monday, October 3rd. <p>Watch for a doodle poll to determine the time/date of the September Board Meeting.</p>	

Meeting was adjourned at 12:47pm